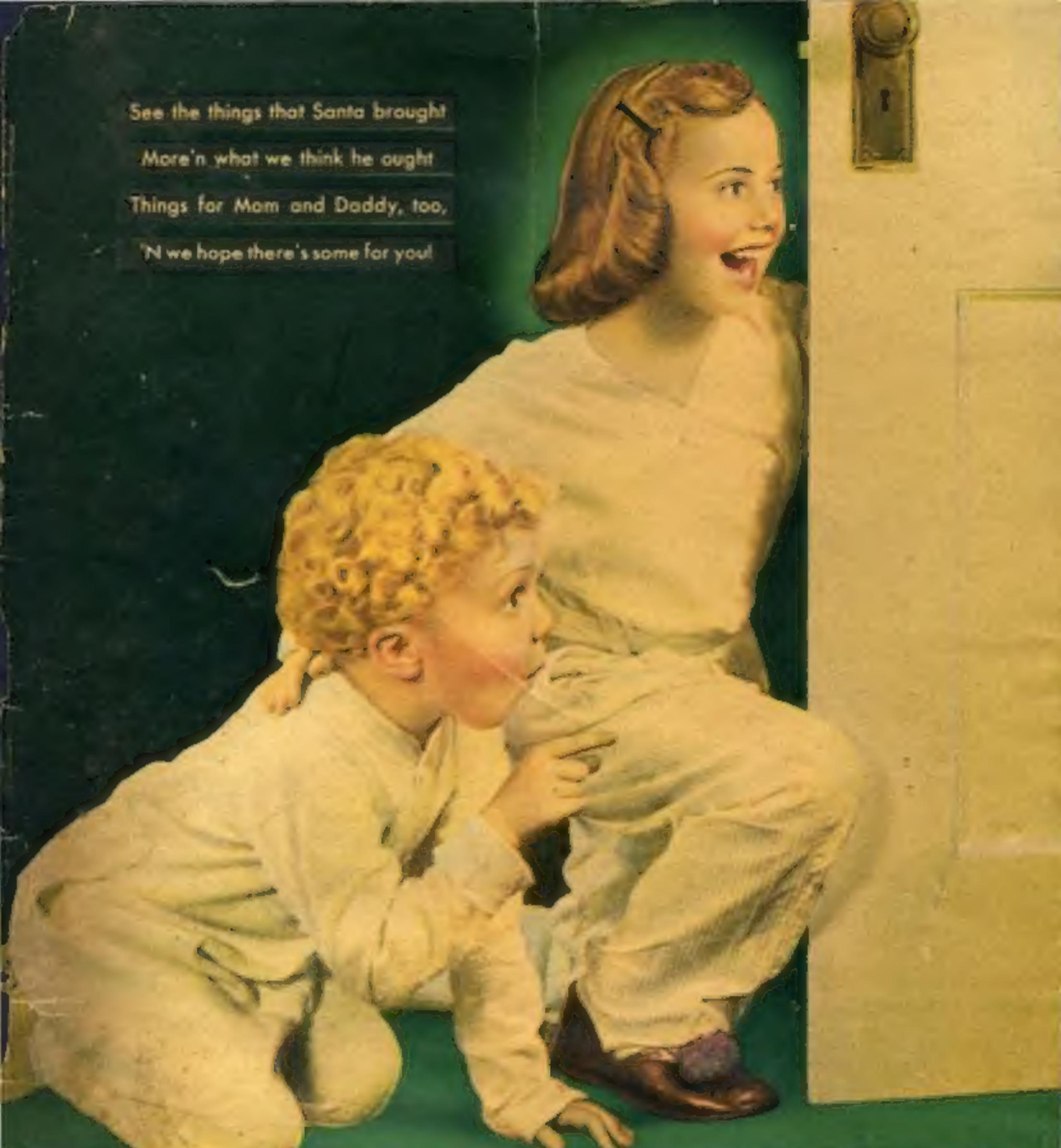


See the things that Santa brought
More'n what we think he ought
Things for Mom and Daddy, too,
We hope there's some for you!



SEARS Christmas BOOK

SEARS, ROEBUCK AND CO.

CHICAGO • PHILADELPHIA • BOSTON • MINNEAPOLIS • KANSAS CITY
ATLANTA • MEMPHIS • DALLAS • LOS ANGELES • SEATTLE

WishbookWeb.com



Warm Wool Knit Gloves

(A) Luxury soft, wool yarns, firmly knit. Long gauntlet cuffs. Brushed surface. Seamless and fully shrunk. Rainbow stripes. COLORS: Navy, Red and Brown. Sizes for women and misses. State size and color. Shipping weight, 3 ounces. 33 V 3478—Women's Sizes, 6, 7 and 8. 55c 33 V 3748—Misses' Sizes, 5 to 14 yrs. 49c

Comfy "Magic" Slippers

(D) Wear them around the house, in bed, for traveling. They're 50% ribbed knit wool, warm as toast, cozy as can be. Already boxed. COLORS: Lavender, Rose or Powder Blue. Sizes: Small for shoe sizes up to 3½. Large for shoe sizes 6 and larger. State size and color. 29 V 8099—Shpg. wt., Pr., 4 oz. 50c

Dress Up Your Gifts!

3 V 5575—Sears De Luxe Assortment. 39 sheets tissue, decorated and bright Red, Green and White; 75 ft. tying cord; 66 ft. cellophane and tinsel ribbon; 100 cards, tags, seals; 25 metallic seals. Shpg. wt. 1 lb. Complete. 49c 3 V 5587—Economy Assortment. 195 pieces: 150 ft. tinsel cord; 140 cards, tags and seals; 27 sheets assorted tissue; 25 metallic seals. Shipping weight, 12 ounces. 29c

5-Piece Du Pont Set

(B) A \$1.50 Value! A really delightful gift that costs you surprisingly little! Genuine Du Pont pyratin composition-filled set. Good quality mirror (about 13½ in. long), brush and comb, in rayon lined gift box. COLORS: Rose, Green or Blue with contrasting color decorations. State color. Shipping weight, 2 pounds. 8 V 9717—3-Piece Set. 98c

All Wool Shoulderette

(E) So Christmasy, yet costs little. Lovely all wool worsted—in a pretty fancy knit. Ribbon ties. Wear it around the house, under a coat, as a warm bed jacket. One generous size. COLORS: Pink, Lavender or Light Blue. State color. Shpg. wt. 7 oz. 29 V 8053—Each. 89c

"Rainbow" Scarf!

(C) The gay hand painted colors glow with a richer gleam on the satin striped texture. Lovely weighted silk crepe, tubular and reversible. Beautiful multi-colors go with every costume. A lovely gift for "her" at a low price. Size, 41x8½ in. Self fringed ends. PREDOMINATING COLORS: Red, Royal Blue or Brown. State color. Shipping weight, 5 ounces. 18 V 4346—Each. 95c

Mello-Glo Gift Set

(C) A "Just-Right" gift, sure to please almost any woman or girl. A smart \$2.00 value Mello-Glo set in a charming lined gift box containing full \$1.00 size box of Mello-Glo Facial-tone Face Powder, and two 50c size bottles of delightful perfumes—"Daytime" for street wear, and "Evening" for social occasions. Shipping weight, 1 pound. 8 V 9761—Complete Set. 79c

Lovely New House Coat

(F) Attractive wide wale cotton corduroy. Wide flare... puff sleeves... big covered buttons. COLORS: Rose, Copen or Medium Green. Sizes: 30, 32, 34, 36, 38 and 40-in. bust. State bust measure and color wanted. Length about 37 in. Shipping weight, 2 pounds. 27 V 1701—Each. \$4.98

Bunny Set for Kiddies

(H) A Christmas box of fun and warmth, cheer that's sure to rate first place in any youngster's heart! Bunny slippers and doggy of downy natural color lambkin—nothing could be softer, nothing so light, yet so cozy. Warm, practical and oh-so-cunning! Soft soles on slippers. BABIES' AND TOYS' SIZES: 3, 4, 5, 6, 7, 8, 9, 10. Wide width. State size. Shipping wt. 11 oz. 15 V 90943—Pair. 89c



Men's Mufflers

(M) *State color.* Shpg. 79c
wt. 10 oz. Each... 79c
Weighted Silk Crepe
COLORS: White, Navy Blue, Maroon, Gray or Tan.
33 V 9527—Plain Colors
33 V 9528—Panels
All Zephyr Wool
COLORS: Blue, Gray, Maroon or Brown. Made in Poland.
33 V 9529—Plaid Patterns

Belt-Buckle Set

(J) Here's one he'll appreciate! Giant Grip sterling silver buckle with initial handsomely hand engraved. Styles may vary. Black bridle cowhide belt. Gift box. A \$2.00 value. Sizes: 30 to 44. State size and initial. Shpg. wt. 13 oz. \$1.00
4 V 5445—Set... \$1.00

Ombre Blankets

(R) 72x84 In. Wt. 3 Lbs. China cotton; rayon taffeta binding. Shpg. wt. 3 lbs. 4 oz.
Indian Design
COLORS: Red, Blue or Green. *State color.*
24 V 7242—Ba... \$2.79
Novelty Block Design.
COLORS: Rose, Blue, Green, Orchid or Brown. *State color.*
24 V 7241—Each... \$2.79
6 V 9490..... \$5.98

5-Fold Neckties

(K) Silk with Bemberg. Wool lined. Boxed. Shpg. wt. 3 oz.
ASSORTED PATTERNS:
(1) Figures. (2) Satin Brocades. (3) Satin Stripes. COLOR: Navy Blue, Maroon, or Brown. *PLAIN COLORS:* (4) Navy, Maroon, Gray, Brown, Black, Green. *State pattern and color.*
33 V 8415—Each... 85c
33 V 7495—Each... \$5.75

Spats for Style

(N) *COLORS: Dk. Oxford Gray, Gray and Tan. State color.* MEN'S SIZES: 6, 7, 8, 9, 10. *Order same size as shoe.* Shpg. wt. 8 oz.
76 V 9002—Fine All Wool Felt..... 59c
76 V 9031—Wool Felt Leather Binding..... 79c

Women's O'Nite Case

(S) A gift she'll really like! Grayish brown woven duck, maroon and gold stripes; Pyroxylon coated. 3-ply veneer basswood box. Rayon lining. 3 body pockets. Cowhide bound edges, handle. Brass locks. 18, 21 or 24-inch sizes. *State size.* See matching pieces in Sears Big Catalog. Shpg. wt. 8 lbs.
35 V 4321—22 Pcs. \$3.98

Men's Flannel Robe

(L) St. Moritz wool flannel. Double stand collar. Set-in sleeves, 3 pockets. Flannel sash with rayon fringe. Double breasted. Gift box. COLOR: Royal and Navy, Brown and Tan, or Maroon and Red. *EVEN SIZES:* 34 to 48-in. chest. *State size and color.* Shpg. wt. 2 lbs. 9 oz. \$5.75
33 V 7495—Each... \$5.75

Kidskin Leather Romeo

(P) Steel arch support. Elastic side gore. Padded insole. Oak-tanned leather sole. COLOR: Black or Brown. MEN'S HALF SIZES: 6 to 10½; also 11 and 12. Wide width. *State size and color.* Shpg. wt. 1 lb. 10 oz. \$1.00
67 V 3954—Pair... \$1.00

New Valencia Ware

(T) New—Different—Delightful! 22 pcs. thick, heavy weight American semi-porcelain in new Spanish peasant colors. One each color, as shown, cups, saucers, cereal dishes, salad and dinner plates. Vegetable dish and round platter included. Set table with contrasting colors. Shipping weight, 16 lbs.
35 V 4321—22 Pcs. \$3.98



Stylish Watches for Women

Seven Jewels—\$8.50 to \$10.50 values! Little "lovelies" that make stunning gifts. Popular rectangular style with matching link bracelet or modern round style with dainty black silk cord band. Fully guaranteed imported Swiss movements. Chromium or 10-K yellow rolled gold plate cases. With perspiration-proof backs. Dials have black numerals and hands. In gift box. Shipping weight, 9 ounces.

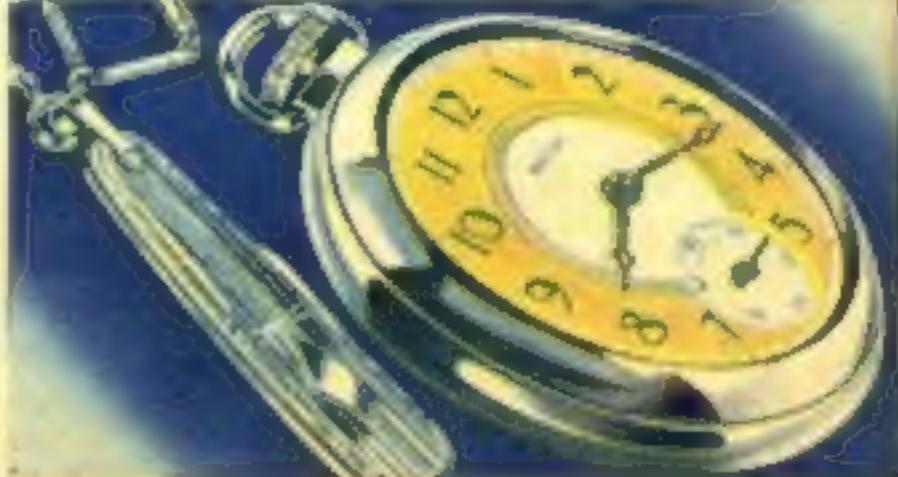
Regal Style	Rectangular Style
4 V 383—\$5.95	4 V 381—\$5.95
Chromium..	Chromium..
4 V 384—7.95	4 V 382—7.95
Yellow Gold	Yellow Gold



Men's and Boys' Watches

Seven Jewels—\$8.50 to \$10.50 values! You can't go wrong in picking one of these for "him"—they've got a dash of style—sturdy construction—and guaranteed Swiss movements for satisfaction! Embossed cases in chromium plate or 10-K yellow rolled gold plate. Perspiration-proof backs. Dials have black numerals and hands. In gift box. Shipping weight, 9 ounces.

Chromium Case	Yellow Gold Case
Black Leather Strap	Tan Pigskin Strap
4 V 1275—\$5.95	4 V 1276—\$7.95

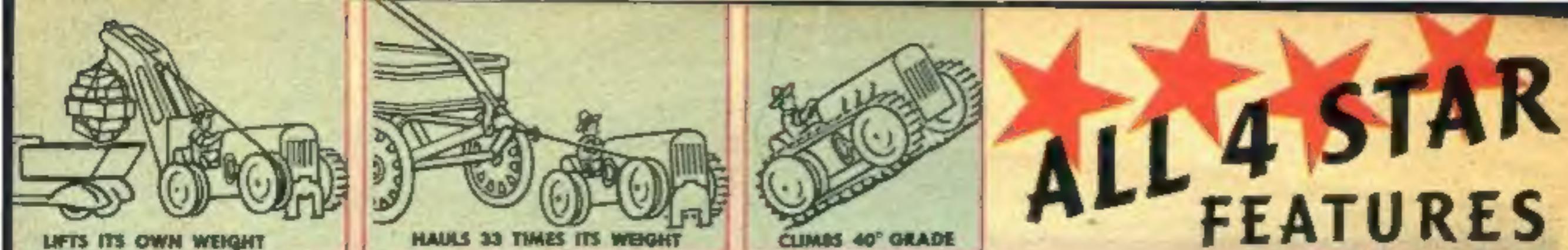


Watch, Knife and Chain Set

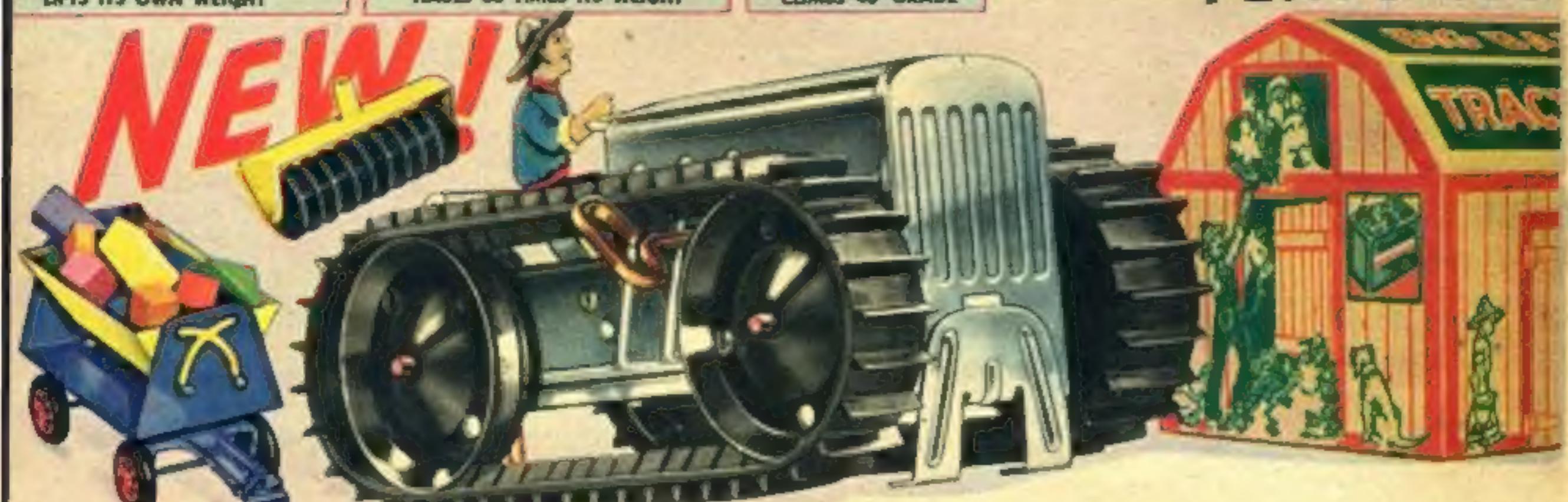
A \$1.50 Value! Popular 14-size nickel plated Ingraham pocket watch with 12-in. chain and embossed chromium plated knife. Watch has reliable 30-hour movement; unbreakable crystal, and easy-to-read black numeral dial. In gift box. Shipping weight, 8 ounces. \$1.00
4 V 1738—Complete set... \$1.00

IN THOUSANDS OF OTHER PRACTICAL GIFTS

WishbookWeb.com



ALL 4 STAR FEATURES



NOW Your Tractor Is Also a Big Power Plant
...Over 32 Wonderful Play Pieces in All

- New Power House Tractor and Jack Block.
- New Colorful 13-Inch Hip Roof Barn.
- 10½-Inch Sturdy Steel Dump Truck.
- 8-Inch Steel Dump Gravel Trailer.
- 8-Inch Steel Derrick.
- Bag of Wood Blocks.
- 18-Inch Logging Chain.
- Disc Harrow, Road Scraper, Pulley Cord.

Regular \$2.75 Value
Mark, aluminum-over-steel case, climbing tractor easily becomes a power plant like Dad's big tractor. Wind the powerful, speed controlled clockwork motor, detach rubber treads from front wheels, jack up with block, attach pulley cord to "power" wheel, release brake. With derrick attached it pulls and lifts heavy objects. Load up Dump Truck or Dump Gravel Trailer. Attach Disc Harrow or the Road Scraper. Tractor will run about 14 feet with one winding. Packed in sturdy box, easily set up as 18x11x10½-in. barn. Assorted color accessories.

49 V 5870—Over 32 Play Pieces. Shpg. wt., 6 lbs. \$1.79



New! 3-in-1 Play Table Set
Regular \$1.75 Value
98¢

Table alone sells for \$1.50. Youngsters quickly learn to create new designs either by pounding the 40 colored pegs into the holes of separate panel 11x6 in. or nailing down the 30 colored wood pieces on the sturdy built-in Masonite table top with metal frame and red wooden legs, 18 in. long, 12 in. wide, 18½ in. high. Red wood bench, 12x5x9½ in. high. Wood mallet, nails, design sheets included. Shipping weight, 7 pounds.

79 V 3694..... 98¢

Hammer and Nail Set

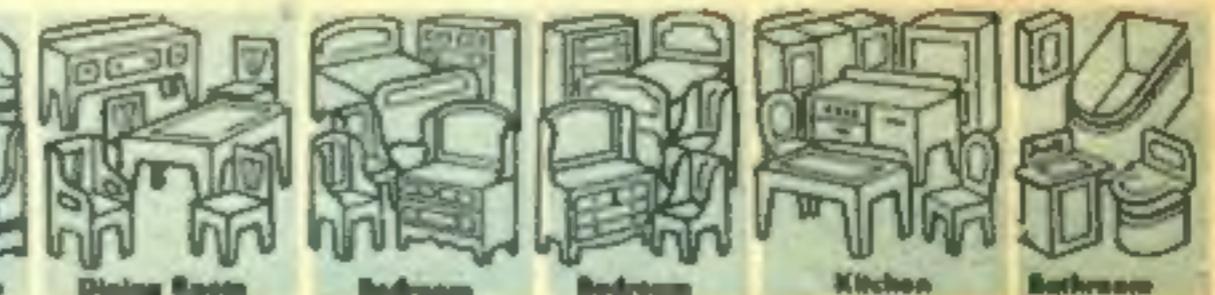
Play Table



First Under \$1.59 to
Sleep and Wet

* This famous 'Bottletott' also cries, drinks her bottle, wets and after her change goes to sleep. Made by American Character Doll Co. Velvety, pink, soft, flesh-like rubber. Rust-resisting eyes and voice. Loves a bath. Moving head, inside jointed arms and legs, 10½ in. tall. Diaper, nursery bottle included. Shipping weight, 1 pound 6 ounces.

49 V 2928..... 69¢



New! 63-Pc. 7-Room, 29½-In. Colonial Type House... Built to Sell for \$1.25

First time, a 29½-inch doll house of heavy wood pulp board (far stronger and more rigid than cardboard), for less than \$1.50. New lock and tuck feature, which makes it easy to assemble. No cutting, pasting, nails or screws needed. The house little girls have dreamed about. 29½x16x16 in. with the quaintest front entrance, and front porch off the sun parlor (both with doors), and offset kitchen at other end—an entirely new design. Tile effect roof. Stone trim. Attractive green shutters and flower pots printed on windows. Stairway and fireplace. Rugs in every room, just like home. 7 rooms completely furnished with bright color furniture. 4-pc. living room suite, settee, 3½ in. long. 6-pc. dining room, 6-pc. kitchen, 2, 5-pc. bedrooms, 4-pc. sun parlor, 4-pc. bathroom. 28 other pieces, lamp, pictures, shrubs, etc.

49 V 2130—Shipping weight, 3 pounds 12 ounces..... 69¢



ABC Blocks	22	Christmas Stockings	18, 103
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AND HERE, THINGS THE ENTIRE FAMILY CAN ENJOY ALL YEAR 'ROUND

Blankets	3, 71	Motor Robes	70
Books	98, 99	Radios	57-59
Cameras	95	Silverware	94
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SEARS NEW, LOW EASY PAYMENT TERMS

At Sears the Easy Payment Carrying Charge Is Figured on the Unpaid Balance Only

People with regular income will find it easier than ever to buy on Sears Easy Payment Terms. At Sears the larger the deposit you send with your order the less you pay in carrying charges and the more you save. You pay no carrying charge on the amount you send with your order; it is deducted *first* and the charge for credit is based on the **UNPAID BALANCE ONLY!**

From this Christmas Book, you can buy Bicycles, Radios, Vacuum Cleaners, Watches, Diamond Rings, Silverware, Movie Cameras, Typewriters, and Musical Instruments on our Easy Payment Plan. See Page 1A of Our Big General Catalog for complete list of everything you can buy on Sears Easy Terms.

How to Order on Sears New Easy Terms

Select any of the merchandise listed on Page 1A of Our Big General Catalog, as many different items as you wish, from this Christmas Book, or any other current Sears Catalog. The cash prices of your selections must total \$20.00 or more. Add up the cash prices, deduct the amount you send as a deposit, then find the carrying charge and the amount of monthly payments in the Payment Table below. Refer to Deposit Table for least amount to send with your order. Of course, the more you send with your order, the less carrying charge you pay.

Write your order (it must total \$20.00 or more) on the Easy Payment Order Blank bound in this catalog, answer the simple questions asked there, enclose it with your deposit, and mail it to us. Just as soon as your credit has been established your order will be shipped. You then pay the small amount monthly and almost before you realize it your account will be all paid.

Figure Your Credit Terms This Easy Way

DEPOSIT TABLE

Shows least amount to send with order

PAYMENT TABLE

Shows carrying charge and monthly payment

If Cash Price of Your Order Amounts to:	All You Need to Send With Order Is *	If Cash Price Less Deposit (Unpaid Balance) Amounts to:	We Will Add for Easy Pay't	Amount Payable Monthly
\$20.00 to \$30.00	\$3.00	UP to \$15.00	\$1.50	\$3.00
30.01 to 40.00	4.00	\$15.01 to 20.00	2.00	3.00
40.01 to 60.00	5.00	20.01 to 25.00	2.50	4.00
60.01 to 70.00	6.00	25.01 to 30.00	3.00	5.00
70.01 to 80.00	7.00	30.01 to 35.00	3.50	5.00
80.01 to 90.00	8.00	35.01 to 40.00	4.00	5.00
90.01 to 100.00	9.00	40.01 to 50.00	4.50	5.00
100.01 to 125.00	10.00	50.01 to 60.00	5.00	6.00
125.01 to 150.00	12.50	60.01 to 70.00	6.50	7.00
150.01 to 175.00	15.00	70.01 to 80.00	7.50	7.00
175.01 to 200.00	17.50	80.01 to 90.00	8.50	8.00
		90.01 to 100.00	9.50	9.00
		100.01 to 110.00	10.00	9.00
		110.01 to 120.00	11.00	10.00
		120.01 to 130.00	12.00	10.00
		130.01 to 140.00	13.00	11.00
		140.01 to 150.00	14.00	11.00
		150.01 to 160.00	15.00	11.00
		160.01 to 170.00	16.00	12.00
		170.01 to 180.00	17.00	12.00
		180.01 to 190.00	18.00	13.00

* This column shows the smallest amount we can accept with your order. However, since the carrying charge and payments (see PAYMENT TABLE at right) are figured on the balance after subtracting deposit, it is to your advantage to send as large a deposit with your order as you conveniently can.

WRITE FOR TERMS ON PURCHASES OVER \$200.00

SEARS

PAGE 25

WishbookWeb.com

AMAZING NEW Botteltot

NOW CRIES, DRINKS
WETS AND SLEEPS

MADE BY
AMERICAN
CHARACTER
DOLL CO., INC.

\$ 89

10½-in. Botteltot
in 17-Piece Kit



Has Features of Dolls Selling for 25% More

Last year she cried, drank her bottle and wet her diaper, but now she does all that and goes to sleep, too—and she costs no more! These new features will further endear her to the little girls of America. In fact her chubby, velvety, flesh-like pink, true-flesh rubber body and dainty head are so human looking and her actions are so natural, so much like a real baby, that you will almost think that you have a real "new-comer" in your home.

She'll Be 1937's Most Adored Rubber Baby

And how she loves a bath! Water won't hurt her—won't spoil her pretty wistful sleeping eyes or crying voice—because they're rust-resisting. Put her into the tub—scrub her with soap and water—powder her with talcum to keep her dainty and sweet. She turns and moves her pretty inside jointed head, arms and legs. Botteltot has a PROTECTING TUBE preventing water from leaking out through arms, legs, or mouth. She is heavy molded rubber—always more uniform in thickness than cheaper, thinner, blown rubber dolls usually offered.

New 10½-Inch Botteltot in

17-Piece "O'Nite" Travel Kit

Deep hemmed, white, lace trimmed organdy dress; white lace trimmed organdy bonnet; slip, 2 extra diapers, 4 safety pins, 4 wood clothespins, rubber sheet, sponge, soap, wash cloth, nursing bottle, nipple. New style, nickel trimmed, cardboard 'O'Nite' Travel Kit, 10½ x 10½ x 4 in. Snap lock.
49V3510—Shpg. wt. 1 lb. 8 oz. \$1.89
New 10½-Inch Botteltot with 18-Pc. Layette—\$1.49 Value
49V3524—Shpg. wt. 2 lbs..... 89c

New 14½-Inch Botteltot in

23-Piece "O'Nite" Travel Kit

All of the dainty little pieces mentioned at left with 49V3510, plus extra graduated nursing bottle complete with nipple; extra diaper, warming bag, and bootees. Packed in smart new style, nickel trimmed, attractive, cardboard 'O'Nite' Travel Kit, measuring 14½ x 16½ x 4½ in. Snap lock.

49V3511—Shpg. wt. 4 lbs. 3 oz. \$3.98
New 14½-Inch Botteltot with Bottle, Nipple and Diaper.
49V2929—Shpg. wt. 2 lbs. 8 oz. \$1.98



Again Sears Offer the Only Doll of Her Kind in the World

She does everything every other doll does—then smiles, pouts, and puckers, too. No wonder she became one of the most popular dolls overnight. Just imagine, she cries softly for her bottle, happily drinks it—then wets her diaper—and after her change closes her dreamy, glass-like eyes in restful

10½-In. Marvel-Tot, 20-Pc. Kit

Mercerized cotton shirt, diaper. White organdy, lacy dress, ribbon tied bonnet to match. Slip, 2 extra diapers, safety pins, clothespins, sponge, rubber sheet, soap, wash cloth, booties, nursing bottle, nipple. Nickel trimmed, cardboard, O'Nite Travel Kit, 10½ x 10½ x 4½ in., snap lock.

49 V 3501—Shipping weight, 2 lbs. 10 oz. \$2.98

sleep. Just turn her head and watch her pout impishly, smile cheerfully, or pucker her lips teasingly. She's velvety soft, flesh-like and chubby—with complexion and body that has the feel of a real baby's rose petal skin. Made by the American Character Doll Co., Inc.

12½-In. Marvel-Tot, 24-Pc. Kit

Think of it! All of 49 V 3501 contents plus extra graduated nursing bottle, nipple; diaper, warming bag in new nickel trimmed, cardboard, O'Nite Travel Kit, 12½ x 12½ x 4½ in., with snap lock.

49 V 3502—Shpg. wt. 3 lbs. 10 oz. \$4.98

\$2.98
10½-in.
20-Piece
Kit

Marvel-Tot Doll Only

Attractively dressed in mercerized cotton shirt and diaper. Complete with bottle and nipple.

10½-Inch Size Shpg. wt. 1 lb. 8 oz.	12½-Inch Size Shpg. wt. 2 lbs. 49 V 2933. \$1.98	49 V 2934. \$2.98
--	--	-------------------

NEW Betsy Wetsy

NO FINER RUBBER
BABIES AT ANY PRICE

SHE DRINKS SHE WETS SHE SLEEPS

Arms, legs and
head held by
strong rubber
instead of
metal springs
that rust.

\$4.98
12½
Inch

She's Rubber and Loves a Bath

Her beautiful head, unbreakable Identite (hard rubber), has pretty moulded hair. Sleeping eyes, real lashes. Lacy dress, bonnet, slip. Socks, booties, 3 diapers, shirt, bottle, nipple, safety pins, clothes pins, powder puff, sponge, washcloth, soap.

12½-Inch Bent Leg Doll With 21-Piece Layette
In wood frame, 3-drawer chest, 13½ x 8½ x 9½ in. \$4.98
49 V 3520—Shpg. wt. 6 lbs. 3 oz.

14½-Inch Bent Leg Doll With 23-Piece Layette
In hinged cover, "Airplane" O'Nite Kit. Can of talcum and
baby bunting. Striped case, 16½ x 10½ x 5½ in. \$4.98
49 V 3519—Shpg. wt. 5 lbs. 8 oz.

12-Inch Straight Leg Doll With 21-Piece Layette
Hinged cover, "Airplane" O'Nite Kit. Striped case, with
travel labels, lock. 14½ x 11½ x 3½ in. Shpg. wt. 3 lbs.
49 V 3518 \$2.98

SEARS

PAGE 7

WishbookWeb.com

The Season's Smartest

"*Cry*" Stylish "Fur Coat"
"Sleep" Doll-Cute "Scotty"

at Over 16% Savings

\$1.49
15-inch

"Fur ensembles are the thing," say stylists. And don't you think this proud little lady doesn't know it! Isn't she smart? With her stylish, snug fitting, "Persian Lamb" effect cotton plush ensemble and her pert little "Scotty," Cossack style coat, hat, muff, and dog of same material. Human hair ringlets in profusion are sewed firmly to a cloth foundation. She looks out at you with go-to-sleep eyes, swept by long lashes as her mouth smiles just enough to show pearly teeth and little pink tongue. Some times she cries. Head, arms and legs are composition—body stuffed with soft cotton. Arms are inside jointed the better way. She also wears the prettiest printed dress—undies, socks and shoes.

fusion are sewed firmly to a cloth foundation. She looks out at you with go-to-sleep eyes, swept by long lashes as her mouth smiles just enough to show pearly teeth and little pink tongue. Some times she cries. Head, arms and legs are composition—body stuffed with soft cotton. Arms are inside jointed the better way. She also wears the prettiest printed dress—undies, socks and shoes.

The matching "Scotty" (worth 50c) looks keenly ahead out of glass-like eyes—with his silky nose and mouth, realistically alert. He is held under control by a red patent leather leash. Three snappy ensemble sizes with matching "Scotties."

Cat. No.	Size	Shpg. Wt.	Price
49 V 3063	15-inch	1 lb.	\$1.49
49 V 3064	17-inch	1 lb. 12 oz.	1.98
49 V 3065	19-inch	2 lbs. 4 oz.	2.98

"*Cry*"
"Stand
Alone"



In the Snow . . . She Will Go!

"Wheel! Isn't it fun? I don't feel cold a bit in my new ski suit!" Little wonder, young lady, for your zipper blouse, ski pants and cap are made of warm, snug narrow wale corduroy. From top to toe, a lady of fashion! Socks and shoes, too. Full composition body with head that tilts and turns, real sleeping eyes, long real lashes, open mouth, tiny tongue and teeth.

12½-inch Size 16-inch Size
Shpg. wt., 1 lb. 8 oz. Shpg. wt., 2 lbs.
49V3256 98c 49V3257 \$1.98

VERY SPECIAL!!

"*My Dolly*" With Beautiful
Layette as Shown

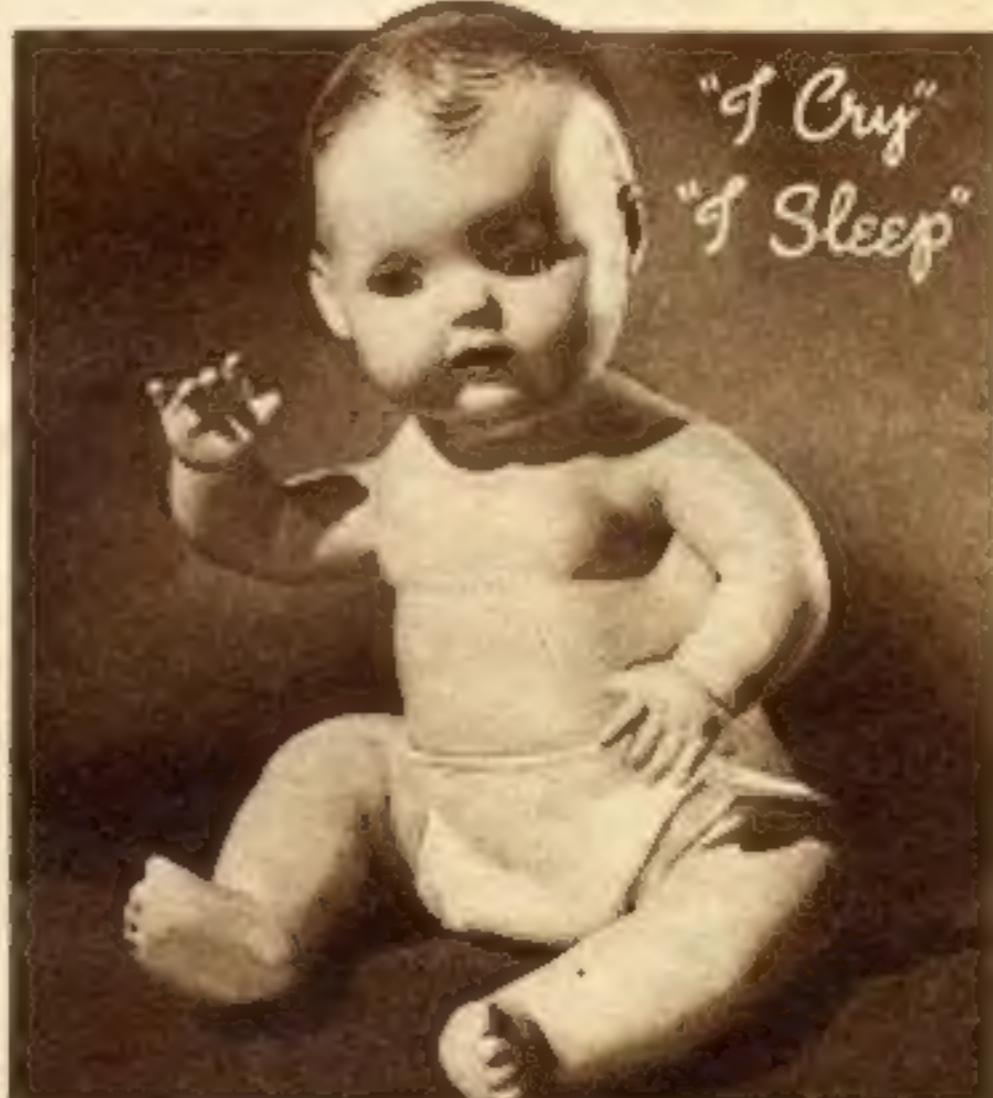
Half the Usual Price of Doll Alone

Meet this 14-inch "My Dolly", cuddlesome creation of Miller Rubber Co. who treat their fine rubber dolls with a "Rub-X" finish that leaves the "skin" smooth and seals the "pores" against dirt. If she should fall out of your arms right on her "Millite" (hard rubber) head, don't worry—it's hard to break. And how she loves a bath! Bathe her often—even covering her head with water. Pretty lustrous sleeping eyes are bright and sparkling, with long lashes.

She is accompanied by the nicest layette, consisting of lace trimmed, pleated organdy dress; lace trimmed, silk ribbon tied organdy bonnet. Slip, booties, diaper and safety pins. Shipping weight, 3 pounds 3 ounces.

49 V 2916 \$1.49

"*Cry*"
"Sleep"



"Toodlums" Now Greatly Improved
... but Costs No More

Exceptional Value . . . Usually Sells for \$1.50

Unbreakable all rubber "Toodlums" NOW cries as well as sleeps; rubber costs more, yet you can still buy her for last year's price. Pay no more than you would for dolls with rubber bodies, composition heads and no voices; or for breakable all composition dolls. "Toodlums" is such a soft, buggable little tyke . . . pink, flesh-like rubber. Inside jointed legs, arms. Rust-resisting eyes.

49 V 2915—12½ in. Tall. Shpg. wt., 1 lb. 11 oz. 98c

98c

America's No. 1 DOLL VALUES

EASILY WORTH \$1.50 TO \$2.00

Your Choice

95¢



Big, Yet Beautiful . . . Prettily Dressed, Too

You'll rub your eyes when you read the price tag—you'll say it can't be true. But it is! Only by ordering carloads early in the year, when prices were lower, could we get such utterly lovely, extra large dolls to sell for less than \$1.00. We'll leave it to your good judgment! Where else could you duplicate these amazing quality features?

1. Beautiful—unbelievably big, sleeping dolls, of fine quality materials.
2. More correctly proportioned than the usual low priced dolls even though larger, because better parts are used.
3. Big, wistful, sleeping eyes. Long lustrous lashes. (49V3018 has no lashes.)
4. Soft crying voices. (49V3017 has no voice.) Rosebud mouth; tongue, pearly teeth.
5. New, full out dresses, smartly styled by our famous stylist, Anne Williams.
6. Jaunty bonnets and undies in matching colors—very attractive.
7. Sprayed, waterproofed, pink tinted enameled composition head, arms, legs.
8. Prettier and better features—more life-like faces than found in most dolls selling for \$1.50 to \$2.00.

"I'm So Proud of My 'Furry' Outfit!"

(A) First time a 17-in. composition doll with "furry" plush ensemble, all these features has been sold for so low a price. Pretty white soft, cotton plush. Cossack style hat, coat, muff. Organdy frock. Undies, cotton socks, imitation leather shoes. Dainty mouth, teeth, tongue. Sleeping eyes, long lashes. Turning, tilting head. Long slim legs, inside jointed arms. Shipping wt., 1 lb. 10 oz. 95c

"Mama Says I'm Very Big for My Age!"

(B) We'll say she's the biggest value in the doll line. 20 in. tall and pretty, too! Modeled curly hair is painted to look real. She has go-to-sleep eyes. Chubby arms and legs are curved and dimpled and inside jointed (the better way). Dainty lace trimmed organdy dress. Silk ribbon tied bonnet. Slip, rubber panties, white socks, shoes. Shipping weight, 2 pounds 4 ounces. 95c

"Big, Why I'm 19 Inches Tall!"

(C) Such quality, daintiness, beauty! She's hard to match at \$1.50 or even \$2.00. Beautiful long curl mohair wig (sewed on, not pasted). Go-to-sleep eyes. Cry voice. Dainty printed ruffled organdy dress. Double ruffle organdy bonnet, ribbon tied. White undies, socks and shoes. Her long graceful legs and inside jointed arms are composition. Shipping weight, 2 lbs. 95c



Two Exceptionally Attractive Values

In Spite of Increasing Prices We Again Bring You Money-Saving Values

New 14 1/2-In. Composition Sleeping Girl

Stands alone. Hard-to-break composition. Moving eyes. Cute turning, tilting head. Full length, inside jointed arms; inside jointed legs. Dainty, floral swirls, dotted, braid trimmed organdy dress, organdy bow on dark sprayed hair. Undies, cotton socks and shoes. Shipping weight, 1 pound 4 ounces. 49c

14-In. Crying, Sleeping Baby

Cotton stuffed body. Composition, inside washer jointed arms composition head and legs. Deep hemmed, pleated, lace trimmed organdy dress, ribbon tied organdy bonnet. Undies, cotton socks, shoes. Shipping weight, 1 pound 8 ounces. 49 V 3463 49c

For Tiny Tots

Just right for baby's first doll! Because they are soft and cuddly Baby can sleep with them. 98c Each

"Little Boy Blue" Doll

13-inch rayon plush, kapok stuffed. This doll almost brings to life the "Little Boy Blue" of nursery Rhyme fame. Soft, fluffy with pretty, sanitary, painted face. Shpg. wt., 5 oz. 49 V 3107 98c

18-Inch Cloth Doll

Sanitary, rubberized, easy-to-wash pretty painted face. So big, she's a regular playmate. Body is soft and covered with bright colorful "Pepperel" print material. Shipping weight, 14 oz. 49 V 3106 98c



Dainty All-Composition Dolls

Real bargains! Hard-to-break composition turning, tilting heads, inside jointed arms and legs, sprayed enamel finish with winsome expressions in painted eyes. Shipping weight, each, 12 ounces.

9 1/2-In. Baby Doll

Adorable. Printed, dotted, lacy organdy dress; bonnet, diaper, socks.

49 V 3446 25c

9 1/2-In. Topsy Doll

Brown color. Three cute pigtails; ribbon bow ties, colorful garments.

49 V 3445 25c

11 1/2-In. Girl
Stands alone. Cute, lacy, print dress, hair bow, socks, shoes. 49 V 3444 25c

Regular
\$3.00 Value
27 Inches Tall

\$1.98



• All composition. 27 inches tall. Big, lovely, standing, well dressed, all hard-to-break composition doll at a new low price.

So daintily dressed she's hard to resist. Organdy dress with organdy pointed collar, elastic puffed sleeves, matching bonnet. Undies. Cotton socks; tied imitation leather, buckle shoes. Inside jointed, turning tilting head. Wistful, sleeping eyes, long lashes. Dainty rosebud mouth, pearly teeth, little pink tongue. Mohair wig. (Cannot be combed or brushed.) Inside jointed composition arms (the better kind). Full length inside jointed composition slim legs. Shipping weight, 5 pounds.

79 V 3330 \$1.98



Special 22-Piece Layette for Dolly 98c

Lace trimmed organdy dress. Ribbon tied bonnet. Cap, slip, coat, rubber panties, stomach band, bound diaper, safety pins, socks, bootees, blanket, washcloth, towel, sponge, soap, nursing bottle, bib, pillow, pillow cover, powder and sheet. Surprisingly low priced! Fits 10 1/2 to 19 1/2-In. Dolls. State Height. Shipping weight, 1 pound. 49 V 3544 98c

5-Piece Layette 39c And for Baby Dolls

A quality outfit for rubber or composition baby dolls. Consists of lace trimmed organdy dress, lacy bonnet, lacy slip. Canton flannel coat. Canton flannel diaper, all edges finished. Stomach band, socks, bootees, safety pins. Shipping weight, 11 ounces.

Fits Dolls

49 V 3538 10 1/2 to 11 1/2-in. 39c
49 V 3540 12 to 14 1/2-in. 49c



3 Pretty Dresses 89c And Special for

Three extra dresses for Dolly's wardrobe. Pretty printed morning dress "for play." Dainty, lawn afternoon dress for "dress-up." Crisp organdy evening dress for that important party. Shpg. wt., 5 oz.

Fits Dolls

49 V 3512 14 to 16 1/2-in. 80.89
49 V 3513 17 to 19 1/2-in. 98
49 V 3514 20 to 23 1/2-in. 1.09
49 V 3515 24 to 26 in. 1.19



2-Pc. Sweater Sets 49c And 2-Tone Knit Wool

Your Dolly needs this stunning two-piece outfit when you take her "bye-bye." Blue sweater with white rolled collar, yarn ornament and knitted beret with yarn pompon to match. Shpg. wt., 6 oz.

Fits Dolls

49 V 3504 13 to 14 1/2-in. 49c
49 V 3507 15 to 17 1/2-in. 59c
49 V 3508 18 to 19 in. 69c
49 V 3509 20 to 22 1/2-in. 79c



Well tell the World --- She's a Bargain

26 INCHES OF REAL BEAUTY!

• Only \$3 to \$3.50 babies
have such de luxe features!

Go ahead—shake your head! We don't blame you one bit for wondering how such a breath taking, human looking, exquisitely dressed baby doll can be sold for so little money. We've never seen its equal. She's not just one of the usual "25 or 26-in" or "Big as a 6 month old baby" dolls with extra long, out of proportion bodies and too small head, arms and legs. She really is 26 inches tall and properly proportioned. She has big appealing sleeping eyes with long, real lashes, and can cry. Her "skin" is double sprayed and expertly flesh tinted to give it that beautiful human finish.

The perfect baby face has mouth open just enough to show tiny pearly teeth that glint and a little pink tongue. She can turn her pretty baby size head, hold up her full length arms, for they are inside jointed (the better way), sit up straight, or lie down. So soft and cuddly that you'll just love to hold her tight and feel her big arms cling to you just like a real baby. She's dressed in a lovely full out, ruffled organdy dress, trimmed with finest quality lace, with lace trimmed bonnet to match, combination undies, rubber panties, socks and booties. Shipping weight, 3 pounds.

79 V 3150

\$1.98

\$1.98



Beautiful Baby in Real Blanket Coat

Up to now a 24-inch baby of this type and quality sold for \$3.00 to \$3.50. Now you save about half at Sears! Bonnet with ruching insert, ribbon ties, and ruffle trimming complete this beautiful ensemble. Lace trimmed organdy dress. Nainsook undies, rubber panties, white cotton socks and tied moccasins. Soft cotton stuffed body, hard-to-break composition turning head, tied legs and arms. Big, lustrous, sleeping eyes with real lashes, open rose bud mouth, tiny tongue and pearly teeth.

24-Inch Size—Blanket Cloth Coat and Bonnet
Shipping weight, 3 lbs. 9 oz.

49 V 3147 \$1.98

\$1.98
24-in.

16-Inch Baby, Pique Coat and Bonnet, Otherwise as above
Shipping weight, 1 lb. 9 oz.
49 V 3144 \$1.98

■8a



Beautiful De Luxe Baby Dolls

Here's loveliness de luxe for those who prefer quality to size. Exquisitely molded head, arms, and legs "rose petal" pink double sprayed hard to break composition—highly tinted! So real, so cuddly! Head tilts saucily. Big appealing, glass-like eyes go to sleep long lashes, rosebud mouth, teeth and tongue. Full length inside jointed arms (the better kind) inside tied legs. Ruffly, lacey ensemble: lace trimmed collar; poke style bonnet, silk streamers; undies, rubber panties, rayon socks, imitation leather booties.

16-Inch Size

Shipping wt., 2 lbs.
49 V 3141 ... \$1.49

26-Inch Size

Shipping wt., 3 lbs.
49 V 3142 ... \$1.98

\$1.49
16-in.

26-Inch Size
Shipping wt., 5 lbs.
79 V 3181 ... \$2.98

JANE
WITHERS'
DOLLS—1937's
BIG HIT!

Gold Plated

NEW!

Alexander Sensation

The lovable limp of the movie created into a laughing, adorable human-looking doll. Head turns and tilts. Soft combination: brown ringlets and bangs, mohair wig (go-to-sleep eyes, curly lashes). Teeth and tiny tongue (49 V 3350 has closed mouth, no teeth or tongue). De Luxe composition inside jointed arms, long slim legs. Lace-trimmed dress, cute hat with saucy, turned-up brim, lace undies, rayon socks, snap buckle shoes. The prettiest doll of the year "Gold plated" name pin and Jane Withers' photo included.

13½-in.	15-in.	17-in.	20-in.
49 V 3350	49 V 3351	49 V 3352	49 V 3353
Shpg. wt.	Shpg. wt.	Shpg. wt.	Shpg. wt.
1 lb. 4 oz	1 lb. 12 oz	2 lbs	2 lbs 8 oz

\$2.25 **\$2.69** **\$3.59** **\$4.59**



New Dionne Quints
NOW WITH VOICES

Every little girl has wanted a Dionne quint that could say "Mammie" as well as sleep. \$2.98 13-in.

Here it is, larger, more real, more charming than ever, and they stand up like they did last year, too. Go-to-sleep eyes, curly dark brown hair, tied with silk ribbon rosette and bandeau. Soft cotton-stuffed bodies made of hard-to-break-composition. Pink tinted head, arms, and legs.

Mama voice, 49 V 1010 has crying voice, Organdy lace, front shirted, trimmed dress, organdy undies, two-tone rayon socks, snap buckle shoes. "Gold plated" name pin, Quint booklet. Intel Order by name, Yvonne, Marie, Cecile, Emilie, Annette.

13-Inch Quint	17-Inch Quint	20-Inch Quint
Shpg. wt., 1 lb. 12 oz	Shpg. wt., 2 lbs 4 oz	Shpg. wt., 3 lbs
49 V 3070	49 V 3071	49 V 3072
Each	Each	Each

\$2.98 **\$3.98** **\$4.98**



Not Only Long Lasting, but Beautiful

She's hard rubber (Paratex) which won't chip, crack or peel, is not affected by water. \$2.98 15-in. Made by American Character Doll Co., Inc. Sleeping eyes, long lashes, turning tilting head, inside jointed arms and legs. Stands alone. Human hair wig sewed on cloth foundation, tied with silk ribbon bows. Celanese dress, wide ruffles, ribbon rosette. Lace-trimmed undies, socks, snap buckle shoes. 49 V 2880—15-Inch Size. Shpg. wt., 1 lb. 8 oz. **\$2.98**

15-Inch Size
Shpg. wt., 3 lbs
49 V 2881 **\$4.98**

For Shirley Temple Dolls, See Sears Big Catalog



Our Darling "Pig Tails"

Fine Imported human hair ringlet wig, glass-like, sleeping eyes, long lashes, cry voice. Full length slim legs and inside jointed arms, of composition. Rich celanese dress, close fitting black velvet bodice. Edged collar, elastic puffed sleeves. Complete with cute undies, lace rayon socks and shoes. \$2.98 15-in.

16-Inch Size
Shpg. wt., 2 lbs
49 V 3038 **\$2.98**

24-Inch Size
Shpg. wt., 4 lbs
49 V 3043 **\$4.98**



Greatly Improved for 1937

Grace around waist from back, she steps along, head turning automatically. Human hair wig with 6 longcurls. Big wistful, glass-like eyes, that sleep—long lashes. Hard-to-break composition legs, inside jointed arms. She sits or stands. Lustrous, celanese taffeta pleated dress, lace undies. Socks, shoes. \$2.98 16-in.

16-Inch Size
Shpg. wt., 3 lbs 8 oz
49 V 3396 **\$2.98**

20-Inch Size
Shpg. wt., 2 lbs 1 oz
49 V 3398 **\$4.98**



"This 'Round the Clock"

FOUR-COSTUME OUTFIT

Will Be Tops for 1937, Why the Doll Alone Is Worth \$2"—Anne Williams

8 P.M. to 3 A.M.
Cozy and warm
She'll love these
soft cotton flannel
pajamas, so smart
looking and snug on
cold winter nights.

8 A.M. to 12 Noon
Pretty scenes of morn-
ing dress with turtle-
back lace trimmed around
the hem. Peter Pan
collar. White undies,
cotton socks, shoes.

12 Noon to 4 P.M.
For stroking or
shopping. Stylish
printed pique and
street cap to match.
She'll be the hit of
the avenue.

4 P.M. to 8 P.M.
Crisp organdy party
dress. Contrasting
ruffle and trim. A
ribbon and organdy
bonnet. The sweet
est outfit of all.

Beautiful, 21-Inch Doll and 4 Stunning Outfits Described Above

Soft human hair curls. Pretty wistful sleeping eyes, long curly lashes, dainty rosebud mouth, white pearly teeth and pale pink tongue. Finest hair length composition legs. Inside washer jointed for length, arms the better kind, double sprayed, pastel pink tinted composition.

49 V 3069 Doll and 4-Costume Outfit. Shipping weight, 2 lbs. \$1.98

\$1.98



More Real Hair Dolls in Sears' Big Catalog



22-Inches—Real Hair Curls

Others ask up to \$3.50.
Smartly styled with removable
floral organdy coat and
hat. Adorable dream-like out-
fit coat, hat, dress and undies.

Extra long real human hair curls on full
foundation sewed wig. Finest, double sprayed,
pastel tinted jointed composition head,
arms, legs. Soft cotton stuffed body, expressive,
big glass-like sleeping eyes, long curly
lashes. Rayon socks, buckle leather shoes.

49 V 3054—Shipping weight, 3 lbs. \$1.98



25-In. Vision in Organdy

Regularly \$3.50 for this
quality. Unusual not only
because she's big, but she's
also dressed in the loveliest
print organdy dress with
jaunty hat to match. Six long human hair
curls fall over her pretty shoulders. Big
wistful sleeping eyes, real lashes, hard to
break composition head, arms and legs with
soft cuddly, scalled body. Combination
undies, socks and white buckle shoes.

79 V 3053—Shipping weight, 4 lbs. \$1.98

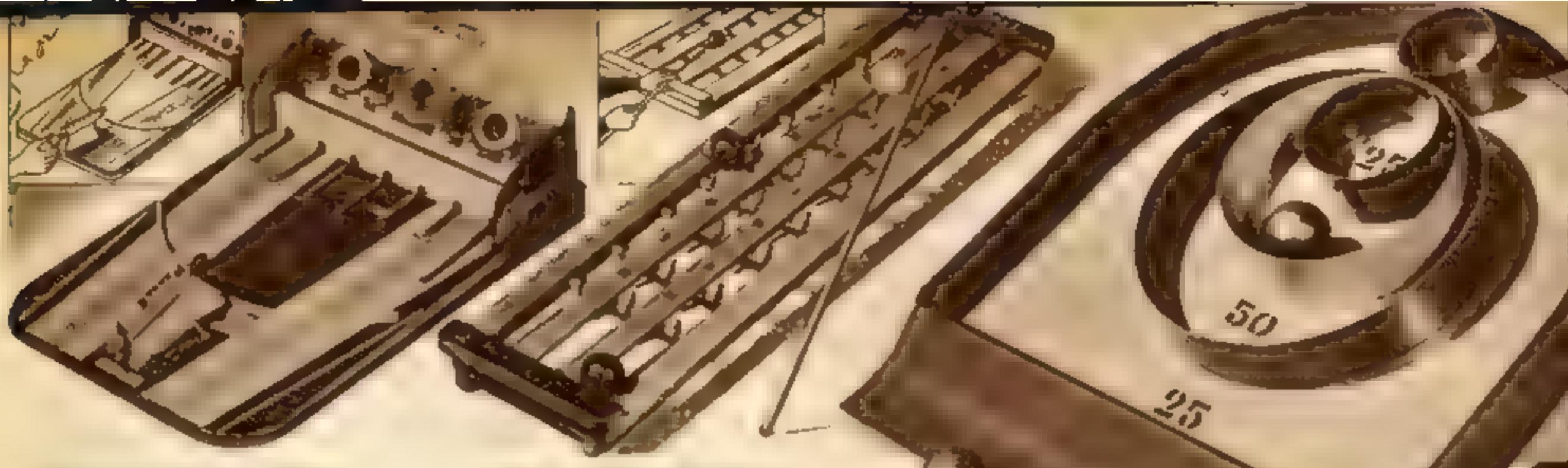


Big and Sweet as She Can Be

No wonder others ask as much as
\$4.95. Eight long human hair curls
wistful, go-to-sleep glass-like eyes. Long
lashes. Cute shirred ruffled organdy
party dress, silk ribbons tied pique style bonnet, combi-
nation undies, two tone rayon socks and snap
buckle shoes. Extra fine quality, double sprayed,
pastel pink composition on head and arms inside jointed
the better way. Soft cotton stuffed body. Shipping
weight, 5 lbs.

79 V 3055
\$2.98

SEARS & PAGE 13



Some Shooting Gallery

The best 6 shots win
6 steel balls are loaded into
gun which automatically
feeds one shot at a time. Balls return.
6 numbered and 3 knock-over targets.
Adjustable swivel gun. Bright color
metal base, 18 1/2 x 11 1/2 in.

49 V 110 - Shpg. wt., 3 lbs. 10 oz. 89c

New "Klik" Ball Game

Skill and skillful. Hit ball up
incline with 28-in. wood cue. If
voted stops fall over but straighten
up after ball passes to prevent balls from
rolling back. Each stop has a score. Develop
skill in placing balls at high score stops.
Board, 31 in. long, 8 in. wide with three
alleys. 3 enameled balls.

49 V 185 - Shpg. wt., 3 lbs. 8 oz. 98c

GAMES FOR EVERYONE!



Can You Throw a Ring?

You'll soon find out with
these indoor or outdoor rubber
horseshoes. 2 red, 2
black. 3 1/2 in. long, reinforced with steel
2 nickel plated pegs. Enamelled metal
plates, 11 1/4 inches square.

49 V 119 - Shpg. wt., 2 lbs. 10 oz. 69c

Thrilling 8-Hole Skill Ball

Fun for youngsters and how
the oil ones go for it. Three
1 1/2 in. enameled wood balls to
be rolled into any of the 8 holes each
marked with a score. Best score wins.
All steel, 12 x 11 1/2 inches.

49 V 174 - Shpg. wt. 2 lbs. 8 oz. 47c

New Skill Skee Ball Game

The New Regal Popular Amusement
Park and Carnival game now reduced to
home game size for use on table, floor or
even outdoors. Some skill to start ball on
its journey, watch it hit each lane and then
hit into space hopefully landing in the 8th ring at top or just
rolling to the bottom and scoring only 25. 17 1/2 in. long
and 15 1/2 in. wide. Played on floor, table or outdoors.
Heavy gauge metal. Bright baked-on enamel finish. By
rolling the five wooden balls one at a time, carefully and
accurately, they will fall into the scoring pockets marked
25, 50, 100, 250 and 500. You win by rolling the balls into
highest marked pockets.

49 V 246 - Shipping weight, 6 pounds. 79c

FOR FAMOUS LARGER BUNKERED
POOL TABLES, TABLE TENNIS
AND MANY OTHER GAMES SEE
TEXAS OR GENERAL CATALOG



New Midway Shooting Game

Looks like a real shoot
ing gallery—round target
15 in. in diameter, and after
nate rows of rabbits, birds and clay
pipes, each numbered for scoring.
Over-all size, 27 in. high, 16 in.
wide. Made of heavy steel. Includes
one red, one black, 8-in. steel gun
4 suction cup rubber darts. Shpg.
wt., 4 lbs.

49 V 184 - Complete. 94c

New Aero Target Game

Shoot! Out darts one
of the two real flying air-
planes included, including
toward the big 18 in. target up to
30 ft. away. Suction cup on end
sticks if it's a bit. Airplanes are
made of light weight wood with
reinforced wings. Harmless—thrilling.
A real game of skill. Target on
tripod, 21 in. high. Shpg. wt. 1 lb. 10 oz.

49 V 249 - Complete. 89c

Bang! Down Go the Crows!

Usual \$1.00 Value. 4
brightly colored cardboard
crows sit on fence in front
of 12 x 9-inch corn field. Take a m
with 17-inch break-action pop-gun
and Bang! Down goes a pesky crow.
See if you can bring them all down in
4 shots. Not so easy as you think!
Plenty of corks in barrel. Shipping
weight, 1 pound 13 ounces.

49 V 199 - Complete. 69c

Dick Tracy
Gets His Man
Big as Usual \$1.00
Value!

53c

Dick is a sure shoot-
er, you can be with
a little practice. Target
of heavy card-
board bright circles
in different colors,
17 1/2 in. diameter.
Wood tripod, 8 in.
steel dart shooting
gun, 3 rubber suc-
tion cup darts. Shpg.
wt., 1 lb. 14 oz.

49 V 168 53c



7 Jigsaw Puzzles—50c Value

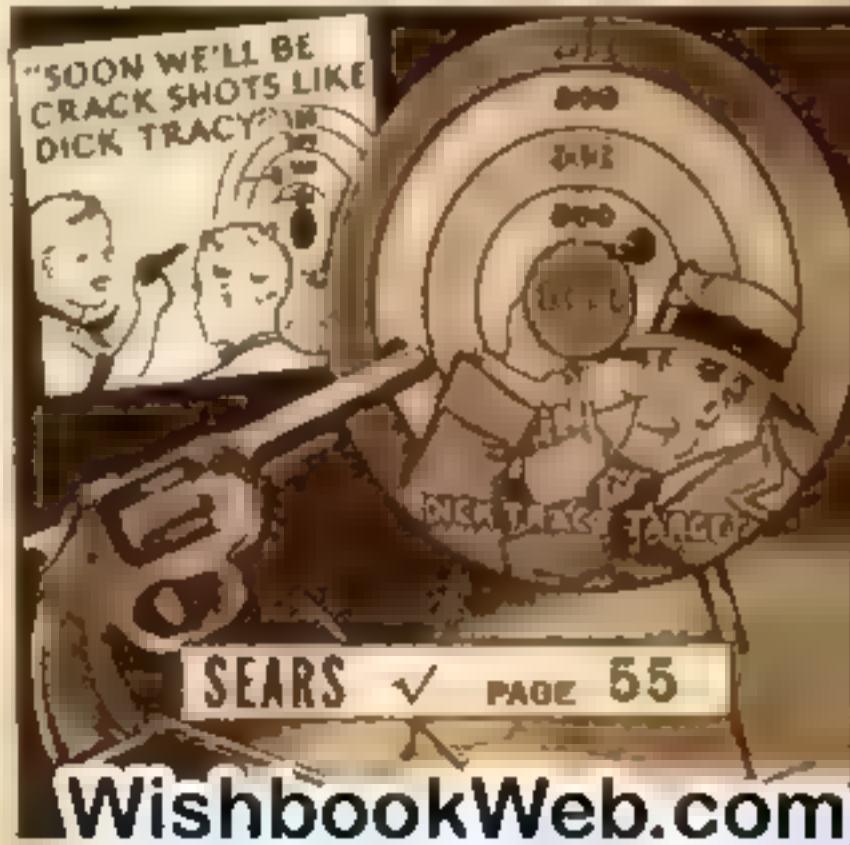
Beautifully colored
make attractive pic-
tures, 8 1/2 x 7 1/2 in.
Different subjects of Tilly the
Toiler, Little Annie Rooney. Each
9 1/2 in. x 7 1/2 in. A pleasant pastime
for everybody. Sold by mail only
by Sears.

49 V 3871 - Shpg. wt., 2 lbs. 6 oz. 25c

Duck Shooting Game

Boy! Is this fun. Ducks sit
on scoring spots on base. When
hit, they fall over to show your
score. 9 colored cardboard ducks, about
2 1/2 in. high, 13 1/2 in. single barrel
harmless, break-action, cork shooting
gun, 6 corks. Colorful box makes ideal
setting for duck targets.

49 V 172 - Shpg. wt., 1 lb. 14 oz. 45c



FOR MOM AND DAD, TOO



PINCH HITTER—First Game of This Type Under \$10.00

Baseball brought right to your parlor. Players really hit, strike out, walk, run bases and score. Diamond revolves automatically when base on balls is given or hit made. A marble rolls down the middle path, enters the playing diamond, and automatically sets a key wind spring motor in motion which causes marble to be carried around the bases on a revolving disc. It may stop at first base or go all around for a homer, you never know. Has pockets for balls, strikes and outs. Colorful, non warping Masonite playing surface. Metal parts nickel plated. Measures 23 1/2 x 12 in. A strong spring shooter sets each of the 9 marbles in action. 79 V 241—9 Marbles included. Shipping wt., 7 lbs. . . \$1.98



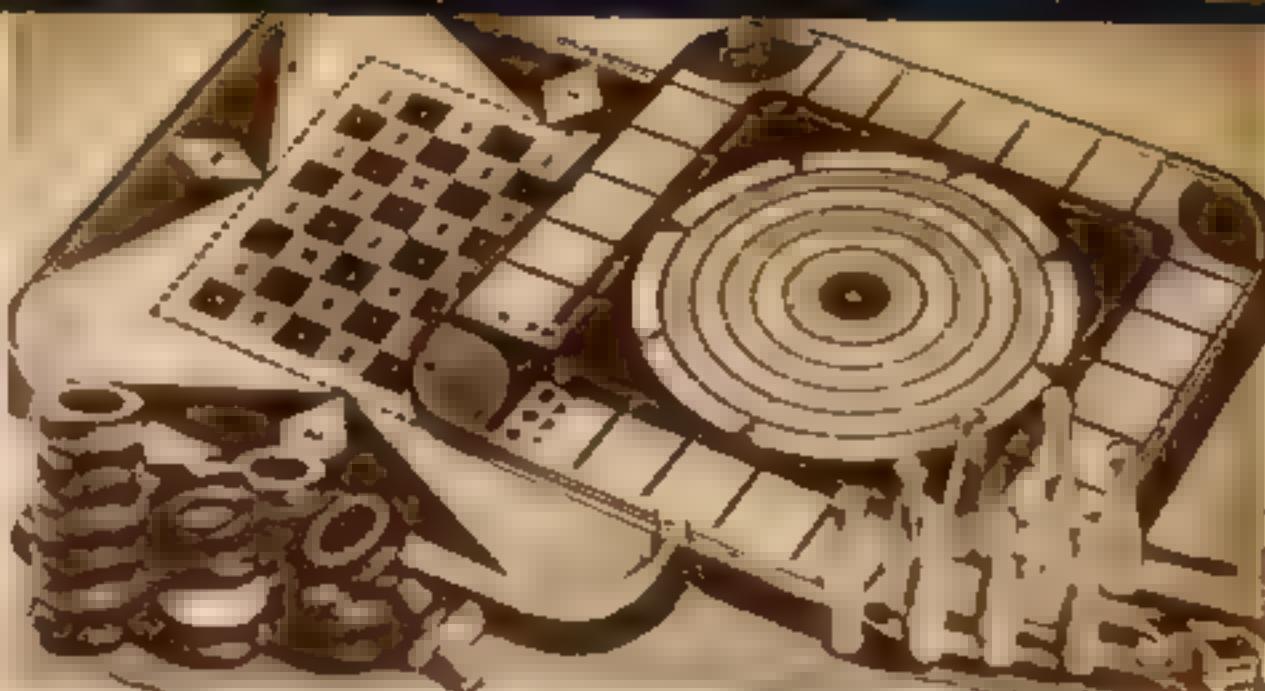
Monopoly—Finance

The game of the century. Build houses, buy railroads, rent property. Folds. Monopoly 19 in. sq. 2 to 7 players. 49 V 229—Shpg. wt. 2 lbs \$1.69 53.50 De Luxe Monopoly Up to 10 players 49 V 221—Shpg. wt. 4 lbs. 2 oz. \$2.89 Finance—At Popular Price Holder of most property wins. Folding board, 18 1/4 in. sq. For 2 to 7 players. 49 V 222—Shpg. wt. 2 lbs 4 oz. 89c



New! Detective Game

Mystery games are very popular right now. Designed by America's ace of detective story writers, S. S. Van Dine. Arrest your suspect, convict him if you can. Discover who stole the bonds. Large colorful, playing board, 18 1/4 in. sq. 10 conformation cards, 6 suspect cards, 100 clue cards, 6 sets of 12 junior cards. 2 dice, 6 enameled pawns, 3 large pawns. Every minute thrilling! Up to 6 can play. Shipping weight, 2 lbs. 6 oz. 49 V 227 . . . \$1.79



New Low-Priced 67-Game Ricochet Board

Finest collection of games ever worked out on one board. Enjoyment for the whole family—adult games—juvenile games—party games. Play crokinole, checkers, pitching pennies, ten pins, horse race, auto race, lotto, just scores more. Board, 24x24 in.—unbreakable, unwarpageable Masonite, nickel plated metal rim with red stripe. Playing surface brightly colored. No nails or screws. It's riveted permanently. Playing parts and instructions. 79 V 247—67-Game Combination. Shpg. wt., 7 lbs . . . \$1.49



DEALER—2-in-1 Pin Game

Regular \$1.25 Value

So popular last year with young and old alike, that we offer it again without change, at a lower price! Yes, sirre! The whole family will enjoy this game. Non-warping, processed back, grooved-in nickel plated rim, not nailed. Riveted pins will not come out. The dealer shoots the marbles into cage and second player tries to match the dealer's score. Or you can be both dealer and matcher; shoot 3 marbles into cage, try to equal or beat score by dealer-shooter, extra spring kicker. Instructions. Size, 24x12 inches. Shipping weight, 5 pounds. 79 V 239 . . . 94c



New Electric Bingo-Jector

50 Bingo Cards

Now every family can play Bingo at home just as they do in the "movies." Bingo-Jector flashes numbers on wall, anywhere, day or night, (no screen necessary). No one knows what number will appear—a thrill with every spin. Any number up to 50 can play. 200 wood markers, 1 master calling card. Special lamp, operated on A.C. or D.C. Use a regular home appliance cord (not furnished). Made of heavy steel. 7 1/4x5x3 1/4 inches. Regular projector lens. Actual replica of theater machines. Shipping weight, 3 pounds. 49 V 186 . . . \$1.89

THE MOST POPULAR OF THE LATEST GAMES



Badminton Indoors or Out 89c

Two Playbird bats of non-warpable Masonite; shaped wood handles. Two shuttlecocks, rubber base, adjustable for playing space. Tape net. Shipping wt., 1 lb. 14 oz. 49 V 258 . . . 89c

Feed'n the Kitty \$1.79

The Cat's Meow! Tic-Tac-Toe fans, here's a glorified version of your game played with dice, 100 chips and 2 kitties on a 14 in. felt mat. Every time you forget to feed the kitty the others "meow" and you pay double. Shipping weight, 1 lb. 10 oz. 49 V 256 . . . \$1.79

Popular \$1.39 Cargoes

Sail the Seven Seas transporting cargoes of timber, cotton, etc. to far away fascinating lands. Learn imports, exports of many of the world's harbors. Folding board 28x15 1/2 in. For 2 to 4 players. Shipping weight, 3 pounds 6 ounces. 49 V 126 . . . \$1.39

Gee-Wiz \$1.79 Horse Race

Hurry, hurry, hurry! Pick your horse, make your bet, watch him race down the stretch a winner! No two races alike. Children can work it. Sturdy metal, colorful finish. 5 different forms of play. Size, 15 1/2 x 3 1/2 in. Shipping weight, 2 pounds 10 ounces. 49 V 107 . . . \$1.79

NEW Americana 89c

New adult game. Up to 9 can play. Deal out cards, ante chips, collect the play cards, then bid for pot and try to win ante. It's exciting, keen fun. Folding board, 19 1/4 in. sq. Includes regular playing cards, chips, counters. Shpg. wt., 1 lb. 10 oz. 49 V 226 . . . 89c

Make This YOUR Family's Happiest Christmas

WITH A POWERFUL

NEW Silvertone RADIO

SAVE 30% to 50%
AT SEARS

\$21.95

CASH

A. C. ELECTRIC

\$33.45

CASH

\$4 DOWN

AMERICA'S BIGGEST VALUE 10-TUBE PERFORMANCE ALL-WAVE—FOREIGN RECEPTION RADIO

(A) 3 Tuning Bands . . . New Easy Tuning Dial . . . Tuning Eye

Radio experts say this Silvertone is the "Greatest radio value in America at this low price." There's YEARS of HAPPINESS AHEAD for you and your family with this Super Powered, Improved tuning, beatiful Silvertone to bring the best on the Air from near or far, into your home. It is truly a fine QUALITY radio in every detail . . . yes, it will get more stations from foreign countries and in America greater distances is easier to tune and has a finer tone than many radios having 4 or 5 more tubes. That's why we want you to make our "THRILL TEST" explained on Page 59 and compare it with other makes selling for \$60 to \$75. Why should you pay more for any radio when Sears will PROVE Silvertones give you "Most for the Money," because you SAVE the extra profits usually added to the manufacturing cost.

Its wide range, 3 Tuning Bands get Short Wave, 1.7 to 6.1 M.C., Foreign, 6.1 to 18 M.C., Broadcast, 545 to 1725 K.C., bringing in foreign, all American, police, airplane, amateur and short calls with amazing clearness. The Improved Superheterodyne Circuit gives Extra Power 10-Tube Performance from 8 NEW OCTAL BASE TUBES (2 dual purpose). An entirely new Full View "TILT-BACK" Edge Lighted Dial with foreign and American city names on it so you can tune by name and the Tuning Eye make perfect tuning quicker and easier. Its large size Electro Dynamic Speaker furnishes a rich, clear tone that challenges comparison with highest priced sets. Other important features are Powerline Noise Rejection . . . "Newest Beam Power" Audio System . . . New Synchronized Tone Control . . . Automatic Volume Control . . . 3-Gang Ball Bearing Condenser . . . Large, marked knobs. Cabinet has classy one piece stamp and striped Walnut veneer instrument panel and top with delightfully matched grille, knobs and dial. Size, 19 1/4 x 12 3/4 x 10 1/4 inches. For 110-120-volt A.C., 50 or 60-cycle. If in 25-cycle territory mention and send \$3.00 extra. Listed by Underwriters' Laboratories. For Sears Easy Terms, see Page 5. Not mailable but we recommend freight or express. Shpg. at 39 lbs. 57 V 4765—Cash, Radio (A) illustrated directly above . . . \$33.45 57 V 5575—Aerial Kit. Shipping weight, 2 pounds . . . 69¢

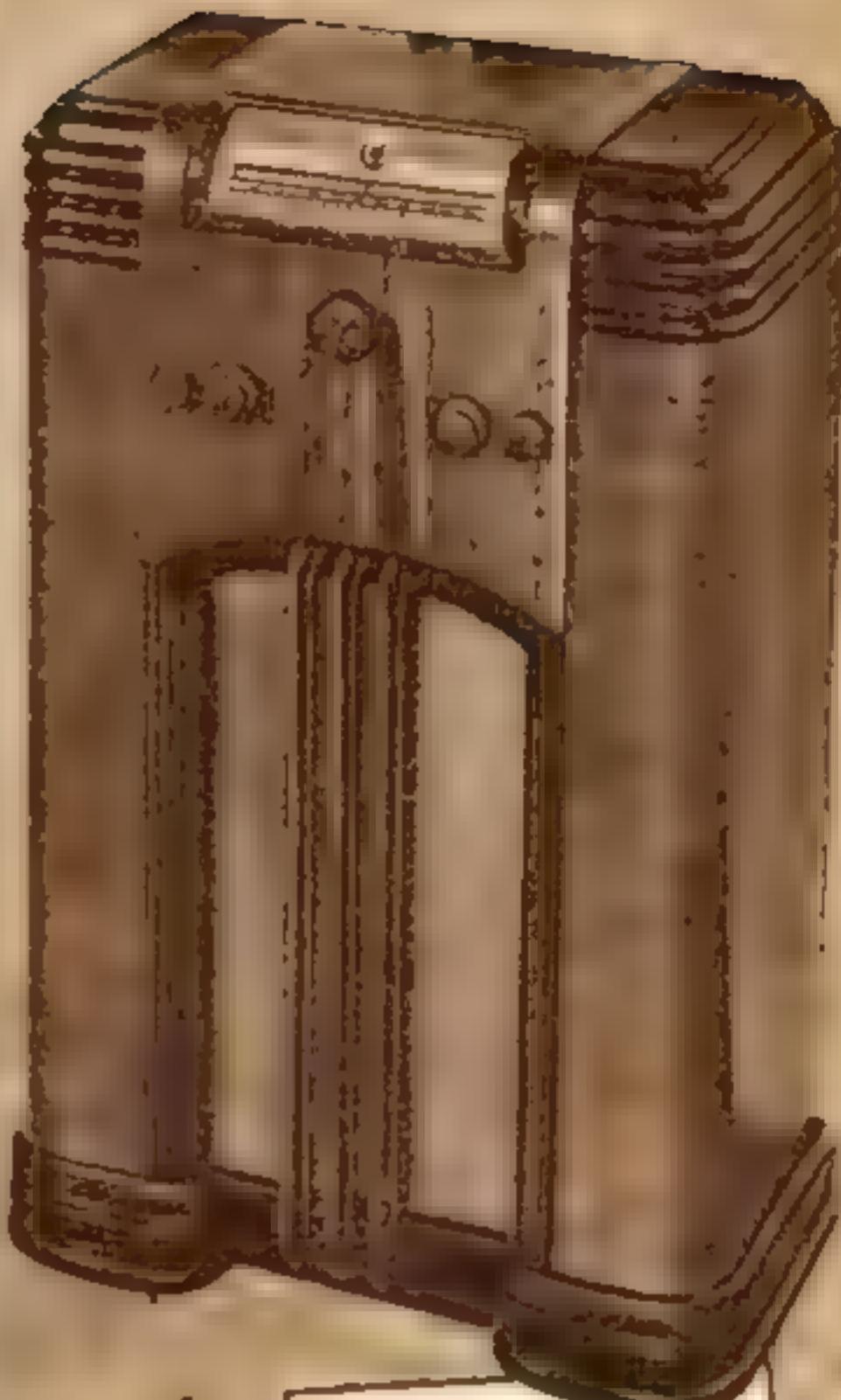
(B) SILVERTONE 8-TUBE PERFORMANCE RADIO

Compare It With Other \$35 to \$40 Radios

OUTPERFORMS MANY OTHER RADIOS USING SEVERAL MORE TUBES

If you have an old model, short distance radio that can't get Foreign Stations and you do not feel you can invest more in a new radio . . . then, by all means, buy this Silvertone. It's a marvelous low priced radio that actually OUTPERFORMS many other makes having many more tubes for one-half their operating cost. Compare it with other makes your friends have costing \$35 to \$40 or more. Notice how clearly it gets foreign programs, all American broadcasts, police calls and amateurs. Make the "THRILL TEST" shown on Page 59. It has 3 Tuning Bands. Range, Foreign, 6 to 18 M.C., Short Wave, 1.7 to 6.5 M.C.; American, 545 to 1720 K.C. Automatic Volume Control, Variable Tone Control, 3-Gang Tuning Condenser and Dynamic Speaker are fine features that give this Silvertone a smooth even, realistic tone that will astonish all listeners. And its Superheterodyne Circuit gives strong 8-Tube Performance from its 6 TUBES, 2 of which are dual purpose. Large Airplane Dial with Tuning Eye makes perfect tuning simple. New horizontal cabinet is exceedingly neat and attractive; walnut veneer instrument panel. Size, 17 1/4 x 10 1/4 x 8 1/4 inches. For 110-volt, 50 or 60-cycle A.C. If in 25-cycle territory, state and add \$2.00 extra. Listed by Underwriters' Laboratories. See Page 5 for Easy Terms. Not mailable. Shipping weight, 21 pounds. 57 V 4575—Cash, Radio (B) illustrated at top of page . . . \$21.95 57 V 5575—Aerial. Shipping weight, 2 pounds . . . 69¢

All Radios on this page are shipped from Chicago, Philadelphia, Boston, Minneapolis, Cleveland or Binghamton, N.Y. Send your order to Chicago, Philadelphia, Boston or Minneapolis only.



11-Tube Performance

\$51.85

CASH
\$5 DOWN

Marvelously

Improved NEW 1938 Silvertone
No Bending . . . Easy to Tune Dial
Guaranteed Foreign Reception
\$100 Features at Half-Price

It's no wonder millions are changing to Silvertones, for look at this big, powerful, beautiful Console Model. It looks like \$100 radios . . . and you'll say it's their equal when you SEE and TRY IT for 15 Days as explained in our "THRILL TEST" on Page 59. It has all the new, improved features for quick, simplified tuning of all stations, without discomfort nor sacrifice of beauty. Here's a Christmas time gift that will keep giving happiness, pleasure and educational benefits to ALL for many years to come.

ALL-WAVE . . . 3-BANDS . . . TUNING EYE MAGNIFICENT TONE . . . RARE BEAUTY

3 Tuning Bands. Range, Foreign, 5.8 to 18 M.C.; Int. Short Wave, 1.7 to 6 M.C.; American, 545 to 1800 K.C.

Beautiful, advanced design, Illuminated "ROLL-OVER" Dial with foreign and American cities printed in large type for easy tuning by name. Only one tuning band is shown at a time, controlled by WAVE BAND Selector Switch. 11-Tube Performance is attained by our Improved Superheterodyne chassis with 10 newest octal base tubes (2 dual purpose).

Valuable Tuning Eye. Large, powerful 10-inch Dynamic Speaker combined with Automatic Volume Control and Tone Control give this Silvertone a wonderfully smooth, rich voice . . . Automatic Bass Compensation . . . Double "Beam" Output Tubes . . . La-Noise Tuning Control for quiet tuning of local stations . . . Molded curved Dial Bezel. Large, marked Tuning Knobs . . . Moisture proofed Collar. Automatic Aerial Selection R.C.A. Licensed. The big, full size cabinet has the newest, one-piece Roll Top and Instrument Panel of elegantly figured stamp and stripe walnut veneers. Large grille louvers and decorative sides give it beauty surpassing many high-priced sets. Size, 37 1/4 x 22 1/2 x 12 1/4 inches. For 110-120-volt, 50 or 60-cycle A.C. Listed by Underwriters' Laboratories. If in 25-cycle territory, mention and add \$4.00 extra. For Easy Terms, see Page 5. Not mailable. Shipping weight, 70 lbs.

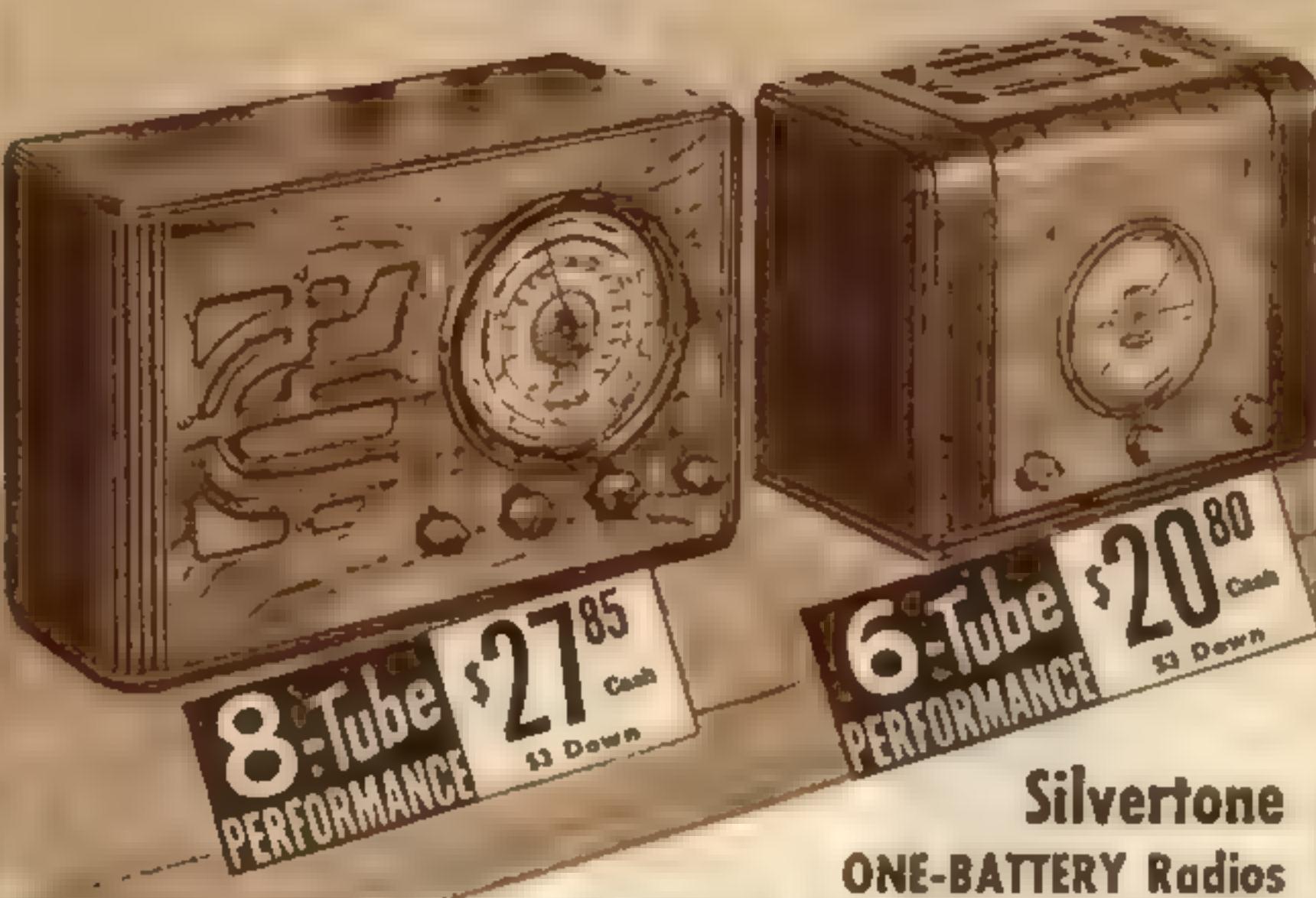
57 VM 4680—Cash Price . . . \$51.85

57 V 5567—Special Doublet All Wave Aerial. Shipping weight, 4 pounds 8 ounces . . . \$2.39

SEARS

PAGE 57

THE GREATEST GIFT OF ALL..FOR ALL



ONE BATTERY DOES IT ALL...at Exceptionally Low Cost You Save 30% to 60% on These Popular Models at Sears

- Guaranteed Foreign Reception
- 3-Tuning Bands...Wide Range
- Flash-O-Lite, 6-Inch Dial

There's 20 years of valuable battery radio experience back of these Silvertones. Yes, we will prove to you, by our "THRILL TEST" on the next page that this 8-Tube Performance Silvertone will match up in performance, quality and economy with other makes selling for nearly double our price. 8-Tube Performance is achieved by the Improved Superheterodyne Circuit using 6 new type tubes (2 dual purpose).

Its 3-Tuning Bands, Range Foreign and Short Wave, 22 to 6.5 M.C. and 6 to 18 M.C., American, 545 to 1720 K.C. will bring into your home the finest entertainment from foreign countries, American stations, also police, amateur, airplane and ship calls. The Automatic Volume Control, Variable Tone Control combined with the large Dynamic Speaker give a smooth, even flow of the sweetest tones you've ever heard from such a reasonably priced radio. At extremely low operating cost. The stylish, horizontal cabinet has a lovely stump walnut veneer front panel size, 18 $\frac{1}{2}$ x 11 $\frac{1}{2}$ x 9 inches deep. For Easy Terms, see Page 8, Mailable.

57 V 4519—With tubes (less battery, see below) Shipping weight, 23 pounds \$27.85

57 VM 4674—Special combination offer: 57 V 4519 radio and 57 VM 5220 air-charger. Not mailable. Shipping weight, 95 pounds \$45.35

57 VM 4673—Special combination offer: 57 V 4519 radio and 57 V 5210 Gas-O-Power charger. Not mailable. Shipping weight, 77 pounds \$52.80

57 V 5575—Aerial. Shpg. wt., 2 lbs 69c

- Guaranteed Foreign Reception
- Beautiful Tone Dynamic Speaker
- Very Lowest Operating Cost

This ONE-BATTERY Silvertone is a Miracle Worker bringing in Foreign and American Broadcasts, Police, Airplane and Amateurs. Users say its 6-Tube Performance EX-CHI-S their neighbor's radios of other makes that cost 3 or 4 times more, for $\frac{1}{2}$ the operating cost! Its Improved Superheterodyne Circuit uses 4 of the newest type Octal Base Tubes (2 dual purpose) that give powerful 6-Tube Performance at amazingly low cost. Tuning Range: Foreign and Short Wave, 21 to 7 M.C.; American, 550 to 1720 K.C. 6-Inch Dynamic Speaker in the top. Large Easy-to-Tune Airplane Dial. Automatic Volume Control. Handsome "Roll-over" front and top of maple veneer. Size, 11 $\frac{1}{2}$ x 14 x 8 $\frac{1}{2}$ inches deep. For Easy Payments, see Page 8, Mailable.

57 V 4421—With tubes (less battery, see below), Shpg. wt., 21 lbs \$20.80

57 VM 4672—Special combination offer: 57 V 4421 radio and 57 VM 5220 air-charger. Not mailable. Shipping weight 93 pounds \$38.30

57 VM 4671—Special combination offer: 57 V 4421 radio and 57 V 5210 Gas-O-Power charger. Not mailable. Shipping weight 75 lbs \$45.75

57 V 5575—Aerial. Shpg. wt., 2 lbs 69c



BARGAIN Long Distance BATTERY RADIO

- 20% to 30% Longer Battery Life
- Greatly Reduced Operating Cost
- Quicker and Easier Tuning Dial

Here's one of the Wonders of Radio—a fine performing, inexpensive to buy and low cost to operate radio that reaches exceedingly long distances and has a surprisingly realistic tone. What a Christmas gift for those who do not have a radio—or for those with old obsolete model—or for the children's use.

Its 6-TUBE PERFORMANCE is accomplished from an Improved Superheterodyne Circuit using 4 new type octal base tubes, 2 of which are dual purpose. Long Range Tuning: 545 to 1720 K.C. also gets some police calls. New Battery Saver Circuit and Longer Life Batteries combined with One Year Fully Guaranteed Super Silvertone Tubes make this an unequalled value. For thousands of homes it will get more stations and its Improved Battery Type Speaker furnishes a finer tone than their present radios. For $\frac{1}{2}$ to $\frac{1}{3}$ the operating cost. The cabinet is the latest horizontal styling with decorative grille and walnut veneer front panel. Size, 13 $\frac{1}{2}$ x 8 $\frac{1}{2}$ x 9 $\frac{1}{2}$ inches deep. Complete with 4 tubes, one dry "A" or 6-volt storage battery and 2 "B" batteries. On off Indicator on Dial.

57 V 4617—With dry "A" battery. Mailable. Shipping weight, 34 pounds \$16.65

57 VM 4618—With 6-volt storage battery. Not mailable. Shpg. wt., 36 lbs \$18.65

57 V 5575—Aerial. Shpg. wt., 2 lbs .69c

**Make the "THRILL TEST"
Explained on Opposite Page**

SPECIAL PRICES ON RADIO BATTERY CHARGERS

\$6.00
EXTRA SAVING

Silvertone AIRCHARGER

A greatly improved Patented Battery Charger for charging 6-volt or 2-volt storage batteries without operating cost.

Furnished complete with 6-foot iron tower for flat or gable roofs, automatic cutout relay, ammeter and battery clips. Specially priced when purchased with any ONE-BATTERY Radio on this page. See our Big Catalog for more complete description. Shipping weight, 72 lbs. 57 VM 5220—Price \$23.50 Purchased with above sets \$6 less.



\$5.00
EXTRA SAVING

GAS-O-POWER Charger

Dependable Electric and Gasoline Power Plant for all homes without electricity. Specially priced when purchased with any ONE-BATTERY

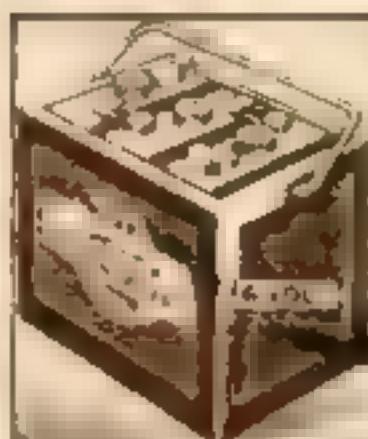
Radio on this page. It has a dependable, 100-watt D.C. generator for charging batteries to run radios or electric lights—and $\frac{1}{2}$ H.P. 4-cycle air-cooled gasoline engine power for running washing machines, chums, pump-jack and power tools. For more complete description, see our Big Catalog. Shipping weight, 54 pounds.

57 V 5210—Regular Price... \$29.95 When purchased with above sets \$5 less.

RADIO STORAGE BATTERIES

Guaranteed 2 Years on a Service Basis

Dependable, long-life, GUARANTEED 6-VOLT Radio Batteries with special radio-type terminals, convenient handle and attractive case. Heavy Duty Type—21 Plates. Suitable for even the largest size ONE-BATTERY Radios. Delivers 150 ampere hours service at one ampere rate. Size, 13x7x8 $\frac{1}{2}$ inches.



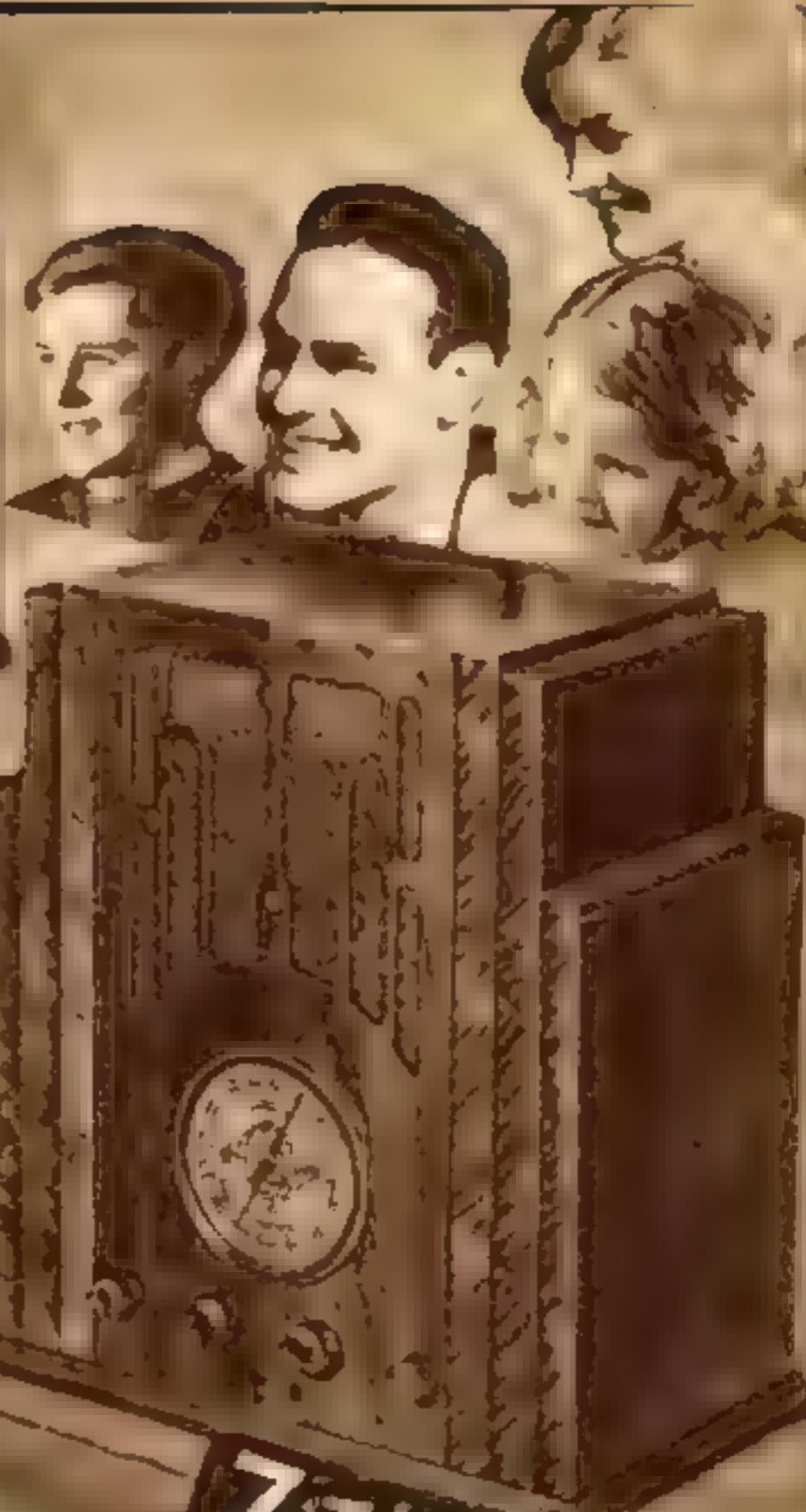
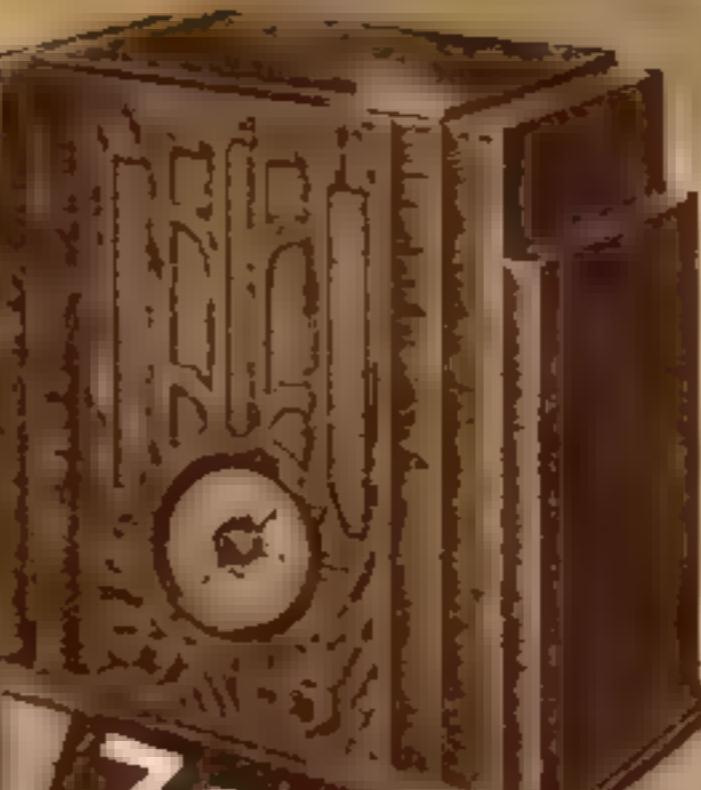
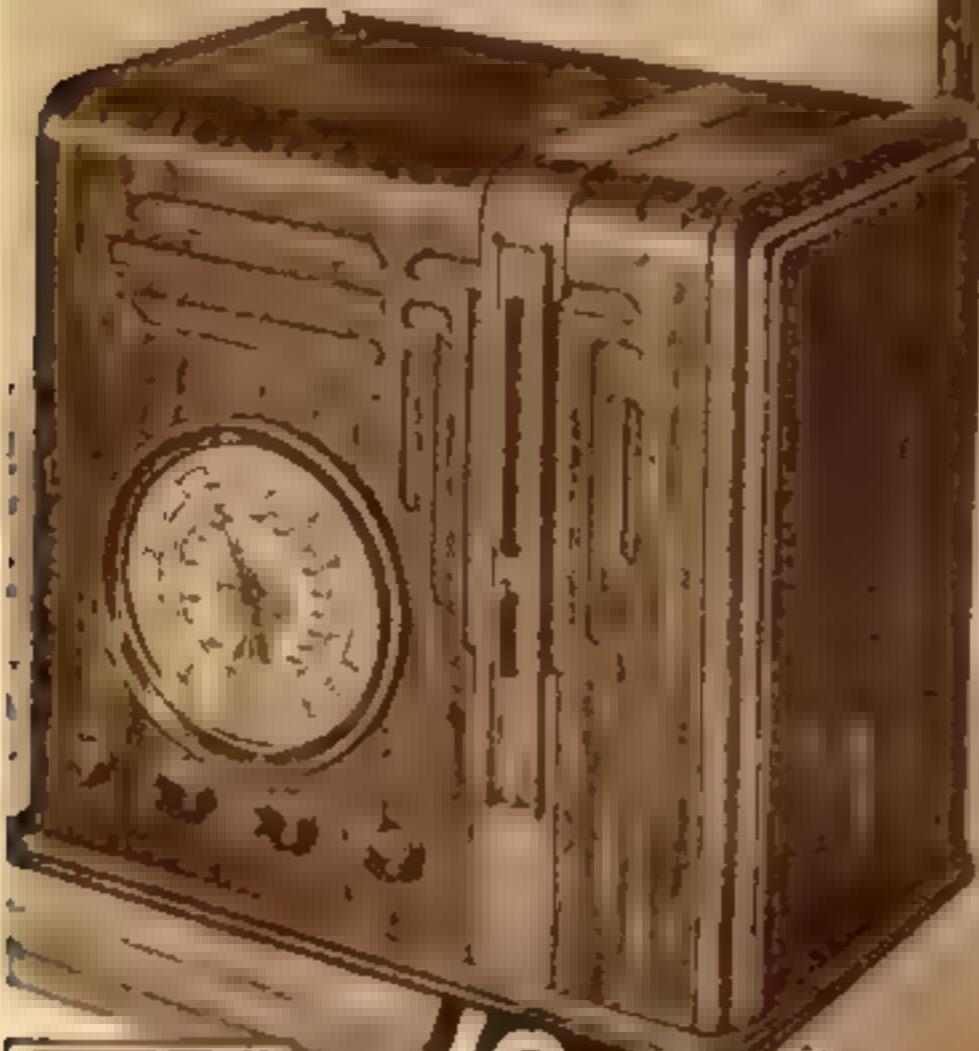
57 VM 703—Not Mailable. Shipping weight, 58 lbs. \$7.85

Silvertone Standard—27 Plates. Delivers 120 ampere hours service at one ampere rate. Size, 10 $\frac{1}{2}$ x7x8 $\frac{1}{2}$ in. high.

57 VM 705—Not Mailable. Shpg. wt., 48 lbs \$6.45

SHIPPED FROM Chicago, Philadelphia, Boston, Minneapolis, Cleveland, Binghamton, N.Y. or from factories in Milwaukee, Detroit, Denver or Cincinnati, whichever is nearest you. Send orders to Chicago, Philadelphia, Boston or Minneapolis Only.

A NEW Silvertone RADIO



Silvertone BATTERY RADIOS

**10-Tube
PERFORMANCE**
\$32.95
\$4 Down

**7-Tube
PERFORMANCE**
\$24.75
\$3 Down



**NO OTHER
BATTERY RADIO**

**CAN EQUAL THIS SILVERTONE'S RECORD
FOR PERFORMANCE . . . STYLE AND VALUE**

- **GUARANTEED . . . IMPROVED FOREIGN RECEPTION**
- **20% to 50% Savings PROVED by Users Tests**
- **EXTRA LONG Service From IMPROVED BATTERIES**

SAVE \$20 to \$30 that's exactly what you will do when you buy this Silvertone and compare its performance with any other make having such a fine reputation, splendid quality and tremendous sales. This is a greatly improved model that brings in **FOREIGN PROGRAMS** and Long Distance American Stations with astounding clearness, beautiful tone and volume. You can verify this by making our 15-DAY "THRILL TEST" explained below. See illustration "C" above.

7-Tube Performance is obtained by using 6 newest type tubes, a new power output tube and one dual purpose in an improved Superheterodyne Circuit. **2 Bands** . . . Wide Range Foreign, 56 to 175 Mc., American, 545 to 1720 Kc., Police at 1720 Kc. . . Improved battery type, 6-Inch Speaker . . . Automatic Volume Control . . . Tone Control . . . Automatic Economizer Tube . . . Marked Knobs. Large, 6-inch easy-to-tune, etched metal airplane dial.

The charming design of the matched grain hardwood veneer cabinet with its set-back type panels is exceptionally attractive. Size 19½ in. high, 15 in. wide 12½ in. deep. Complete with 6 Super Silvertone tubes, 3 plug in "B" batteries, 1 plug in 3 volt dry A battery. All enclosed in cabinet. For Easy Terms, see Page 5. Not mailable.

57 VM 4422 Not mailable. Shpg. wt., 65 lbs. **\$24.75**
57 VM 4423 With 2 volt storage "A" battery and 3 tubes. (Automatic economizer tube not required with storage battery) otherwise same as above. Not mailable. Shpg. wt., 64 lbs. **\$25.75**
57 V 5575 —Aerial for above. Shpg. wt., 2 lbs. **.69**

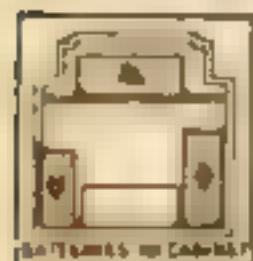
MOST POWERFUL . . . 3-BAND SILVERTONE BATTERY RADIO EVER SOLD at THIS LOW PRICE

- 20% to 50% LONGER BATTERY LIFE From New Economy Circuit. See picture "A" above.
- Amazingly Clear . . . Thrilling . . . GUARANTEED FOREIGN RECEPTION.

A Christmas Gift Supreme for homes without electricity. Its **GREAT POWER** will bring you and your family finer entertainment, more programs, greater educational advantages, more news events from foreign countries and American stations. This Silvertone will **OUT-
PERFORM** any battery radio in its price class, that's why we invite you to make our 15 DAY "THRILL TEST" described below to compare it with other makes selling for \$60 to \$85.

Mighty 10-Tube Performance is achieved by our New Economy Superheterodyne Circuit using 8 newest type tubes (2 dual purpose). Its 3 Tuning Bands: Range, Foreign and Short Wave, 22 to 65 Mc. and 6 to 18 Mc. American, 545 to 1720 Kc. get **EVERYTHING** you really want. The Automatic Volume Control, Variable Tone Control and New Type Dynamic Speaker furnish this Silvertone a smooth, mellow, rich voice that will instantly win the approval of all. Its extra large 6-inch "Band Spread" Dial is fast acting, accurate and dependable. The stylish cabinet has the more expensive, one piece instrument panel and top of beautifully grained mahogany and walnut veneers. Size, 17½ in. high x 17½ in. wide x 12½ in. deep. Complete with 8 tubes, one 3 volt dry "A" or 4-volt storage battery and 2 "B" batteries. For Easy Terms, see Page 5. Not mailable.

57 VM 4539 —With dry "A" battery. Shpg. wt., 71 lbs. **\$32.95**
57 VM 4540 —With 4-volt storage battery. Shpg. wt., 72 lbs. **\$33.95**
57 V 5575 —Aerial for above sets. Shpg. wt., 2 lbs. **.69**



7-TUBE PERFORMANCE

SUPERB ALL AMERICAN RECEPTION

- Brings in Far Away Stations Clearly
- Biggest Dollar Value in Its Class

All Silvertones are fine **QUALITY** Radios, regardless of price. This model thus far at the top of the page is America's leading, **PROVED** **QUALITY**, Battery Radio in the low price class. Users tell us it performs better and has a superior tone than their neighbors' radios of other makers costing two or three times more. Its improved, new economy Superheterodyne Circuit gives 7-Tube Performance from 6 newest type octal base tubes (1 dual purpose). New low drain tubes and an improved circuit provide 20% to 30% more life from batteries. The large P. M. Dynamic Speaker . . . Automatic Volume Control . . . and Tone Control furnish tone qualities you'd expect in \$35 to \$40 radios. Make our "THRILL TEST" and prove it to yourself. The cabinet, created by Sears, is one of the most attractive ever produced. Handsome walnut veneer front. Size, 10½ in. x 16½ in. x 12½ in. deep. Complete with one 4½-volt dry "A" or 4-volt storage battery and 2 "B" batteries. For Easy Terms, see Page 5. Not mailable.

57 VM 4498 —With dry "A" battery. Shpg. wt., 63 lbs. **\$20.80**
57 VM 4499 —4-volt storage battery. Shpg. wt., 68 lbs. **21.80**
57 V 5575 —Aerial for above sets. Shpg. wt., 2 lbs. **.69**

**Sears PROVE Silvertone Quality and Value by
15-DAY "THRILL TEST"**

Silvertones have WON First Place in the homes and hearts of millions by actual comparison of tone, performance and beauty with the highest priced makes. Don't buy ANY other radio until you SEE and HEAR the Silvertone model you prefer. Notice the big saving of 20% to 50% you make at Sears. Order the model you prefer, send either full cash price or deposit with our Easy Payment Order Blank. USE the Silvertone . . . COMPARE it TEST it thoroughly. Then, if you are not completely satisfied, return it to us in 15 Days and we'll refund your money, including transportation charges.

**SAVE 20% TO 50%
ON RADIOS AT SEARS**

SEARS ✓

PAGE 59

PRICE CUT $\frac{1}{4}$ FOR THIS CHRISTMAS EVENT

\$1.39

PLAID WAFFLE SET

If you would choose a gift that's different—one that is distinctive, yet not expensive, here's the answer! It's just the thing for a charming hostess when she serves waffles at the table. Set consists of covered batter pitcher, covered syrup pitcher and oblong tray. All are in the new checker plaid design that is so popular. And at Sears low price this set is a great bargain! May be had in blue, green or tangerine. State color wanted. Shpg. wt. 8 lbs.

35 V 8091 \$1.39

32-Pc. Set
\$2.98

98c

NEW ICE BOX DISH SET

Mother or Sister couldn't wish for a nicer or more practical gift than this smart refrigerator set! Saves time and space—see what's in each dish at a glance. All containers have flat covers that permit stacking into three layers. Made of fine, clear crystal glass that's easy to keep clean. Consists of 1 large 8x8 in. dish, 2 medium 8x4 in. dishes and 4 small 4x4 in. dishes. All with tight fitting glass covers. Entire set stands 9 1/4 in. high. Shipping weight, 16 pounds.

35 V 2034...

98-

HEATHER BLOOM MAKES LOVELY GIFT DINNERWARE

Always a favorite, Heather Bloom is well nigh irresistible at this new low price! A set that will brighten up your table wonderfully. Made of fine quality ivory color semi-porcelain, decorated with huge pomposus of bloom in shades of orange, orchid and green. Platinum colored edge lines.

32-Pc. Set. Consists of the following: 6 cups, 6 saucers, 6 dinner plates, 6 bread and butter plates, 6 sauce dishes, 1 11 inch platter and 1 open vegetable dish. Shipping weight, 19 pounds.

Reduced from \$3.89 especially for this Value Event!
35 V 249 \$2.98

33-Pc. Set. Consists of 8 cups, 8 saucers, 8 large dinner plates, 8 bread and butter and 8 sauce dishes, 8 soups, 1 medium platter, 1 open vegetable dish, 1 covered sugar bowl, 2 pez and 1 cream pitcher. Shipping weight, 37 pounds.

Reduced from \$8.50.
35 V 249 \$2.98

86.98

CHROMIUM PLATED BIRD CAGE

\$2.29
Cage Only

Chromium plated bird cage, 11 1/4 x 17 1/2 inches high. Has built-in bath, easy to clean. pull drawer base, wire seed guard complete with perches, seed cups and spring. Modernistic stand, 67 in. high, has chrome plated top, black enameled stand and heavy base. Shipping wt. 18 lbs.

31 V 87448 \$3.98
31 V 87449 Cage Only. Shpg. wt., 6 lbs... \$2.29

- Built-in Bird Bath
- Sanitary Slide-Out Bottom.
- Cage and stand \$2.29 value.

\$1.98

23-PIECE CHINA TEA SET

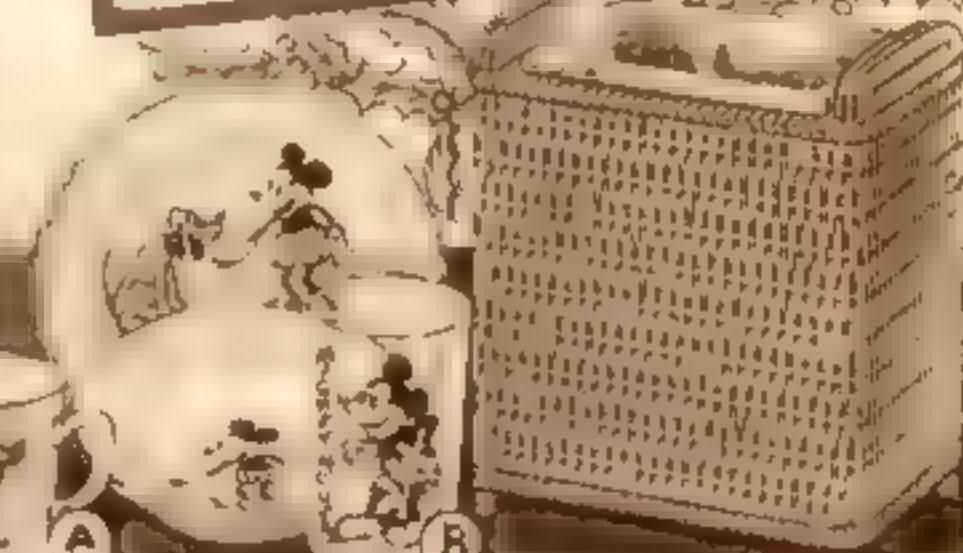
Surprise her this Christmas with a beautiful imported Oriental tea set! And this is this low price! Colors are ivory and blue, decorated with plum blossoms in tangerine on graceful jet black stems. An exceptionally fine value! Set consists of 6 cups, 6 saucers, 6 tea plates, 1 creamer, 1 covered sugar bowl and 1 covered tea pot. Shipping weight, 12 pounds.

35 V 8083—Special Gift Price \$1.98

32-Pc. Set

\$3.79

"BLUEBIRD," THE GIFT SUPREME
The promise of eternal springtime for her table. This unique pattern is exceptionally lovely, being decorated with bluebirds and apple blossoms, the symbol of peace and happiness. Smart new Montclaire shape. Lovely ivory colored body. Finest quality American semi-porcelain. Priced extremely low for this Christmas. Sale composition of sets same as 35 V 249 above.
35 V 4207—State Size Set. \$3.79
32 Pieces. Shpg. wt. 20 lbs. \$7.49
33 Pieces. Shpg. wt. 36 lbs.



Siphon
Bottle \$2.87

Compares with \$5.00 bottles! Ideal for sodas and drinks. Uses hydrant water. Recharge bulbs cost less than 5 1/2¢ each. Made of heavy stainless steel. Will give long service. Holds 1 quart. Shipping weight, 2 lbs.

11 V 8728 \$2.87
11 V 8729—Recharge
Bulbs. (1 bulb makes full
quart.) Shpg. wt., 1 lb... \$4.00

Redwood
Gifts 89c
Each

(A) Nut Bowl and Match
Set. Pieced California Redwood Bowl is in beautiful matched wood 9 1/4 in. in diameter. Shpg. wt. 1 pound.

11 V 5214 89c
(B) Fruit Bowl. Same
material as above. About 10 1/2 inches
in diameter. Shipping
weight, 1 lb. 14 oz.

11 V 5208 89c

Castor
Set \$1.19

The Ideal Gift! Re-
volving chrome plated
tray on glass base. Bakelite
center post. Holds
salt pepper, vinegar, and
oil bottles, mustard and
horseradish jars. An un-
usually smart set, and a
nice Christmas gift.

Shipping weight, 5 pounds.
35 V 2538 \$1.19

Children's
3-Piece Set 47c

(A) Santa Claus could-
n't bring your children
a cuter present than this Mickey Mouse

disb. set! 7-in. plate, 5 1/4-
in. oatmeal dish and 6-
oz. mug. Shpg. wt.
2 lbs. 8 oz.

35 V 8000 47c

(B) 35 V 192—Mick-
ey Mouse Turnbler.
Cap, 9-oz. Shpg. wt.
2 lbs. 3 oz... 17c

Jumbo
Hamper \$3.89

Flat woven fiber with
braid trim at top and bot-
tom. Polished pyralin top.
Chrome inlay handles. Size,
12x20 1/4 x 27 1/2 inches high.

An outstanding value, and
an ideal gift for any home.
State choice of Blue,
Green, Orchid, Ivory or
Black and White.
Shipping weight,
11 lbs.

11 V 06819 \$3.89



\$19.95

\$30.00
Value

Heatmaster

Automatic Roaster and Timer

How she'll appreciate THIS gift! In addition to the most complete, full size roaster on the market today, we give you FREE a \$5.70 "Mark-Time" Switch which allows the roaster to turn on or off automatically within a period of 5 hours. Gives you the important features of the most expensive electric range—automatic heat and time control. Roasts—bakes—boils—stews—fries—broths—grills—toast. Holds 17-lb. turkey. Costs as little as 2 cents an hour to operate. Porcelain enamel inset pan. Three aluminum inset pans (two 2½-qt. and one 5-qt.) Removable broiling unit in lid. Ivory color baked enamel with dark blue trim. Lghth., 18½ in.; width, 13 in.; ht., 12 in. Food rack for broiler. Maintains any heat to 500° F. Listed by Underwriters and approved by Good Housekeeping. For 110-120-volt A.C. only. 6-ft. cord. Instructions. Easy Terms!—Page 5.

20 V 1986—Shipping weight, 33 pounds

\$19.95



Deluxe

Powermaster

Standard

\$15.75 A \$25.00 value!

Mixes, whips, beats, mashes, stirs, extracts fruit juices. Powerful 3-speed motor. Portable for mixing over stove. Built-in power outlet for attachments. (See our General Catalog for attachments.) White baked enamel finish. 2 green glass bowls, white porcelain enamel juice extractor bowl, 2 beaters, drink mixer, instructions and recipes. Listed by Underwriters, for any 110-120-volt current. With FREE transparent rubber dust cover. Shpg. wt., 21 lbs.

20 V 15881—\$15.75

A \$14.95 value!

No finer mixer at anywhere near this price! Ivory color baked enamel finish. 2 green glass mixing bowls, drink mixer, juice extractor. Instructions and recipes. Listed by Underwriters. For any 110-120-volt current. Slightly smaller and less powerful than mixer at left, and without power outlet—but by far the finest mixer you can buy at this price! With transparent rubber cover FREE. Shipping weight, 21 pounds.

20 V 16691...\$9.75



Percolator Heatmaster Toaster

\$2.95 The finest aluminum percolator we know of—with an aluminum toast and waffle cover FREE! 9-cup capacity. Extra heavy gauge metal. Fiber feet. Highest grade element. Cool black handle. Listed by Underwriters. For any 110-120-volt current. Detachable cord and plug. Shipping weight, 4 pounds 4 ounces.

20 V 86901....\$2.95

Automatic **\$4.45**
Heat turns off and bell rings when bread is toasted. Controlled heat keeps bread warm "Turn-over" type. Toasts 2 slices. Mica elements. Chromium finish. Cord and plug. Instructions. Listed by Underwriters. For 110-120-volt A.C. only. Aluminum toast and waffle cover FREE. Shpg. wt., 3 lbs. 1 oz. 20 V 19721....\$4.45

A Merry Christmas to You
FREE GIFT
With Purchase of Any Article on This Page

KENMORE Cleaner—The Perfect Gift

Reg. U.S. Pat. Off.

It's unbelievable—the gift opportunity of a lifetime! You get a fine 6-piece set of attachments ABSOLUTELY FREE when you buy this KENMORE!

Try the KENMORE for 10 days. Use it in your own home. Compare it with cleaners costing twice as much. If it isn't the finest cleaner you've seen at anywhere near this price, send it back, along with the attachments, and we'll refund every cent you've paid, including shipping costs.

Its BEATING—SWEEPING—SUCTION action takes the dirt out without injuring rugs. It has nozzle adjustment for rugs of different thicknesses . . . molded rubber furniture guard . . . sturdy polished aluminum castings . . . 3-position pistol grip handle . . . motor driven center sweep brush . . . powerful vertical bronze bearing motor . . . 20-ft. cord with rubber plug. Listed by Underwriters' Laboratories. For any 110-120-volt current. Shipping weight, 22 pounds.

20 V 9892—Cash...\$23.95
Easy Payment Price (\$3 down; \$3 a month).....\$26.45

For Easy Payments See Page 5 Use Easy Payment Order Blank

32 volt cleaners available at same price; shipped from factory at Chicago, Ill., and you pay postage from there. Order from nearest Mail Order House.



\$23.95
Cash
Complete



Heatmaster

Waffle Iron

Automatic! Perfect waffles every time! Rustless chromium finish. Cool bakelite handles. 8-in. cast aluminum grids. Highest grade long-life element. Detachable cord and plug. Listed by Underwriters. For 110-120-volt A.C. only. Chromium plated batter ladle FREE. Shpg. wt., 2 lbs. 20 V 11881 \$5.75

Heatmaster

Toaster-Grill

4-in-1! Bakes waffles! Toasts sandwiches! Grills and fries eggs, chops, etc. Chromium finish. Bakelite handles. Cord and plug. Grids, 5½ x 8½ inches. Listed by Underwriters. For any 110-120-volt current. Handy spatula FREE. Shipping weight, 9 lbs. 8 oz. 20 V 12861...\$3.75

Heatmaster

Automatic Iron

800 Watts. Saves current—time—clothes! Fully chromium plated. Cool handle, thumb rest. Weighs 6½ lbs. 14% more ironing surface than most irons. Listed by Underwriters. For 110-120-volt A.C. only. FREE Retractable cord set. Shpg. wt., 7 lbs. 8 oz. 20 V 45461...\$3.98

Gift Shirts... ANY ONE

INDIVIDUALLY MONOGRAMMED FOR ONLY

A rich looking monogram on the sleeve adds a dollar's worth of smartness—a dollar's worth of personality—to ANY dress shirt. Each initial is $\frac{1}{2}$ inch high, embroidered on the left sleeve. Colors: Navy, Green, Brown, Maroon, Yellow, White. HOW TO ORDER. PRINT INITIALS plainly, and state color wanted. Add to your remittance the charge for monogramming.

13¢
EXTRA
Each Shirt

BROADCLOTH WITH
INTERWOVEN RAYON.

THE SHEEN OF SILK
... IT GLISTENS

\$135
EACH

Beautifully tailored shirts made of a fabric that steps right out of the 'ordinary' class and distinguishes itself with a richer luster. Actually made of strong cotton broadcloth flashed up by interwoven rayon yarns. Guaranteed pre-shrunk, vat-dye colors. Attached soft collar and one pocket. A very impressive gift in its transparent wrapper. Shpg. wt., ea., 11 oz.; of three, 1 lb. 13 oz. HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. State size and sleeve length.

33 V 290—White 33 V 291—Blue

**3 FOR
\$3.95**

Something He'll Remember!

89¢
EACH

**3 FOR
\$2.59**

And Sanforized-Shrunk

Only GOOD shirts are Sanforized—it's the best shrinking process known. And only GOOD broadcloths are made of such fine COMBI D cotton yarns. You'll recognize the tailoring as the \$1.35 kind. Vat-dye colors. Transparent wrapper. Attached soft collar. Shpg. wt. ea., 11 oz., 1 lb. 13 oz. HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. State size, sleeve length and color. 33 V 360—Plain White 33 V 361—Plain Blue 33 V 362—Patterns in Blue, Tan or Gray



Non-Wilt Collars—In Box

Usual \$1.95 shirts in everything but price. Patterns are woven right in the lustrous cotton shirtings (not printed). Plain white is cotton broadcloth of unusually high thread count. Collars are fused...won't wilt, wrinkle or curl. Guaranteed PRE-SHRUNK for lasting fit. VAT-DYE colors.

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. State size and sleeve length. Shpg. wt., each, 1 lb. 3 oz.; 3, 3 lbs. 5 oz.

33 V 240—Plain White

33 V 241—Blue Check

33 V 242—White with Blue
Woven Figures

\$1.59 EACH

PAGE 62 SEARS 3 FOR \$4.59



Gift Ties THE KIND HE WOULD BUY FOR HIMSELF

Real Beauties Hand Tailored

49¢
EACH Your choice of five types of patterns—in a wide choice of colors—every one a new creation, woven especially for the 1937 Holiday season! Wool bias cut lining and patented resilient construction. Fine Bemberg and other rayon. Each packed in a gift box. Order two or three—they're gifts you'll be proud to give.

PATTERNS: (1) Figures. (2) Stripes. (3) Satins in Plaid Effects. (4) Persians. All offered in GROUND COLORS: Blue, Maroon or Brown.

PLAIN COLORS: (5) Blue, Gray, Maroon, Brown, Black or Green. State pattern number and color.

33 V 8414—Shipping weight, 3 ounces.

A Big Handful of Super Values

29¢
EACH Some of the finest 50¢ ties a man ever snugged up to his collar. Good looking cheerful patterns and rich plain colors made of silk-like rayon fabrics. Machine tailored with a wool and cotton mixed lining. Each tie individually boxed, unusual at this price.

COLORS: Blue, Maroon or Brown. State color. Shipping weight, 3 ounces.

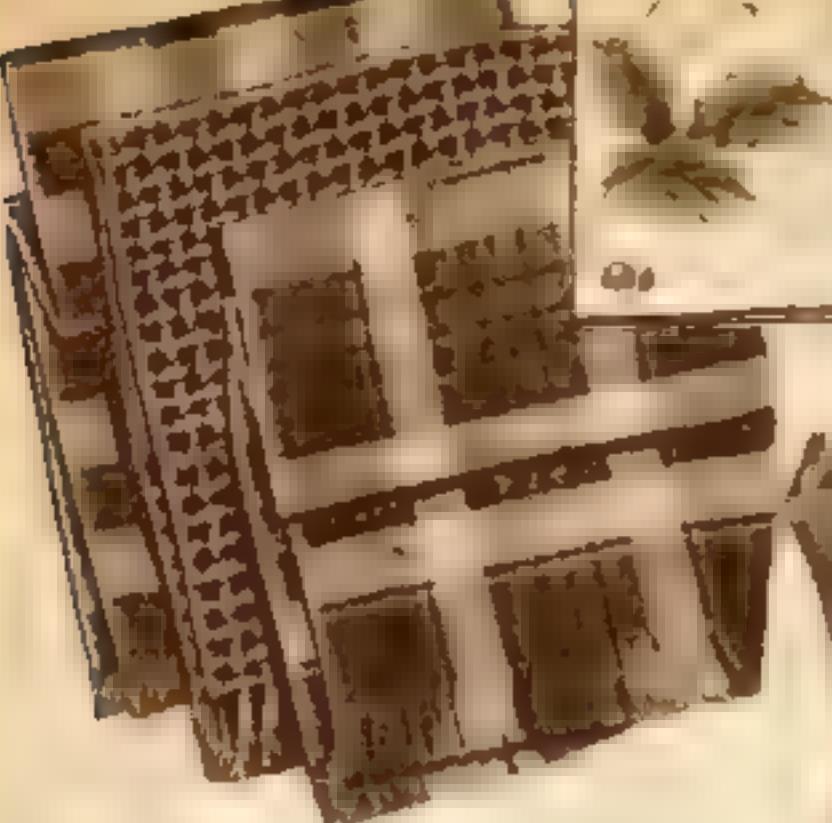
33 V 8423—Plain Colors

33 V 8424—Figures

33 V 8425—Stripes

Gift Accessories

REAL ASSETS TO A GENTLEMAN'S
WARDROBE.. MONEY-SAVING PRICES



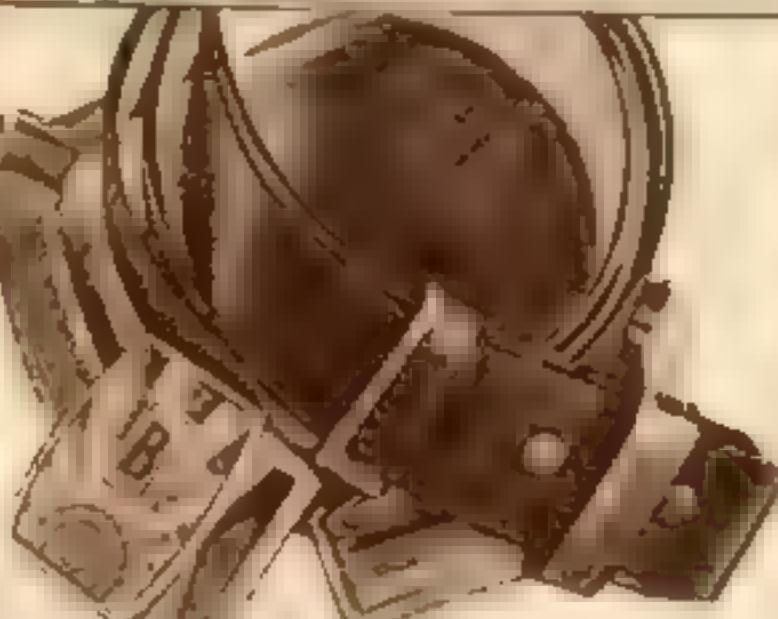
Wool Worsted Mufflers

Guaranteed to please men of all ages! Made of all wool worsted (that means only the longest and strongest wool yarns are used). A variety of colorful smart plaid patterns all similar to illustrations. A real thrif gift! About 11 1/2 x 48 inches including the fringe. Attractively packed in gift box.

Colors: Blue, Maroon, Brown or Gray. State color wanted.

33 V 9582—Shipping weight, 7 oz.

47c
EACH



New 3-in-1 Gift Set!

1 Belt made of box grain bridle leather, 1 1/2 inches wide. 2 INI TIALEED buckle, two-tone silver and gold finish. 3 Good looking ash tray of fireproof plastic harwood. Sizes: 30 to 42 inch waist. State size and PRINT INITIAL. Any initial except I, O, Q, U, V, X, Y or Z. Shipping wt., 13 oz. 33 V 8900—Black 33 V 8901—Brown

79c
A SET



Garter-Suspender Set

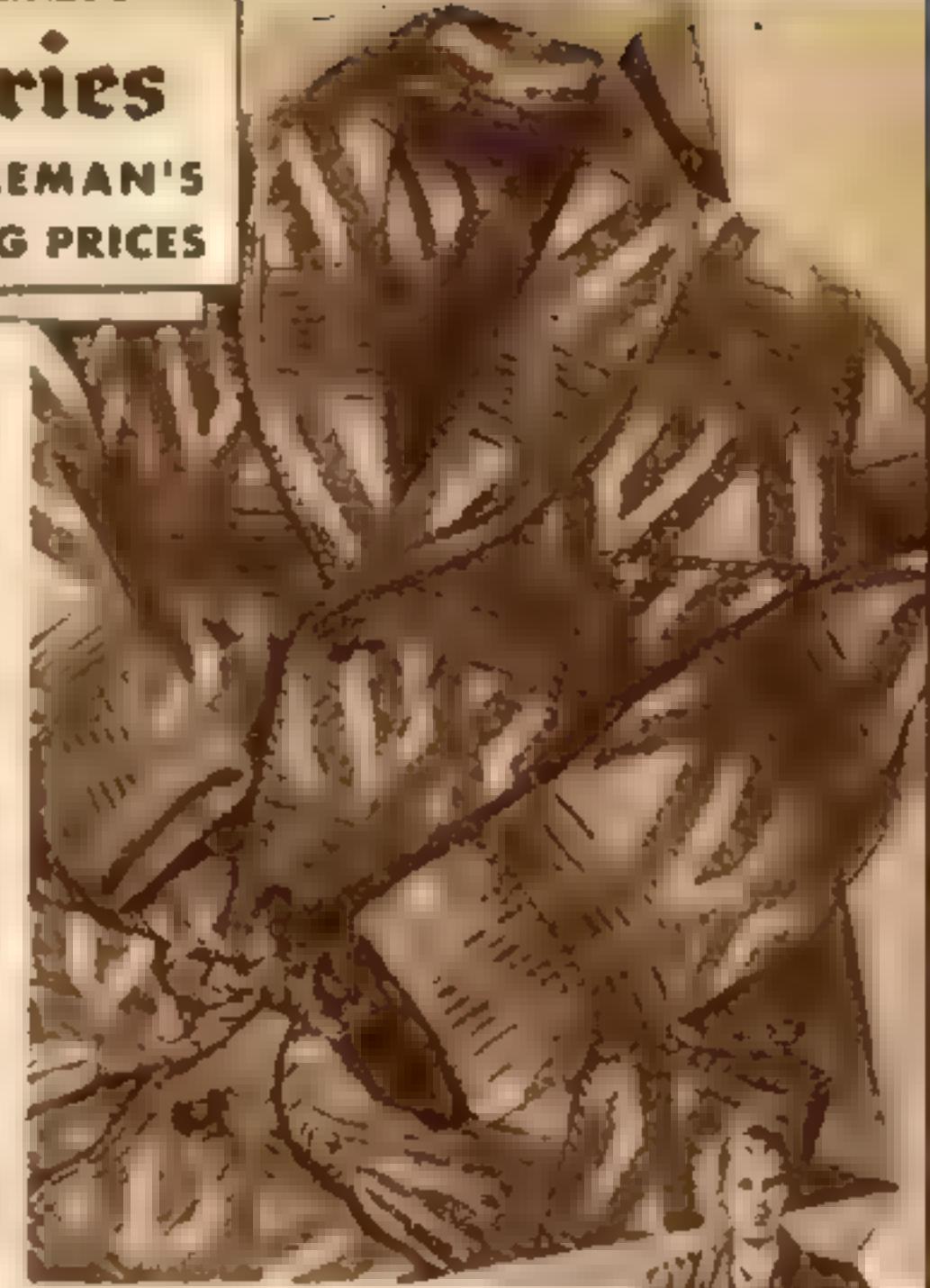
Suspenders have new clip ends and adjustable "H" back that gives free action. Single grip garters have self-faced pads. Colors: Blue, Maroon, Brown. Also Black with White. State color. 33 V 8608—Shipping weight 12 ounces.

79c
A SET

"Velvet Grip" Garters

Famous Boston brand... with the silk-faced self pads. Nickel plated steel metal parts. Boxed with Holiday cellophane. Shipping weight, a pair, 3 ounces.

33 V 9112 Double Grip **33c**
33 V 9114 Single Grip **25c**



BIG SOFT "BEACONS"

A GOOD BET FOR DAD

Robes are one of those much needed accessories that a man just won't buy for himself... that's why gift robes are always received so heartily. This one is made of "Beacon" cotton blanket cloth, extra warm and extra comfortable because it's EXTRA HEAVY. Double shawl collar. Big roomy sizes. Full cord trim. All seams strongly reinforced. Three pockets. Rayon cord girdle. Packed in gift box. Assorted patterns.

\$3.95
EACH

Colors: Blue, Brown or Gray. Even sizes: 34 to 48-inch chest. State size and color. 33 V 7499 Shpg. wt., 3 lbs. 8 oz.



3 FEATURES MAKE IT AN IDEAL Gift Work Shirt

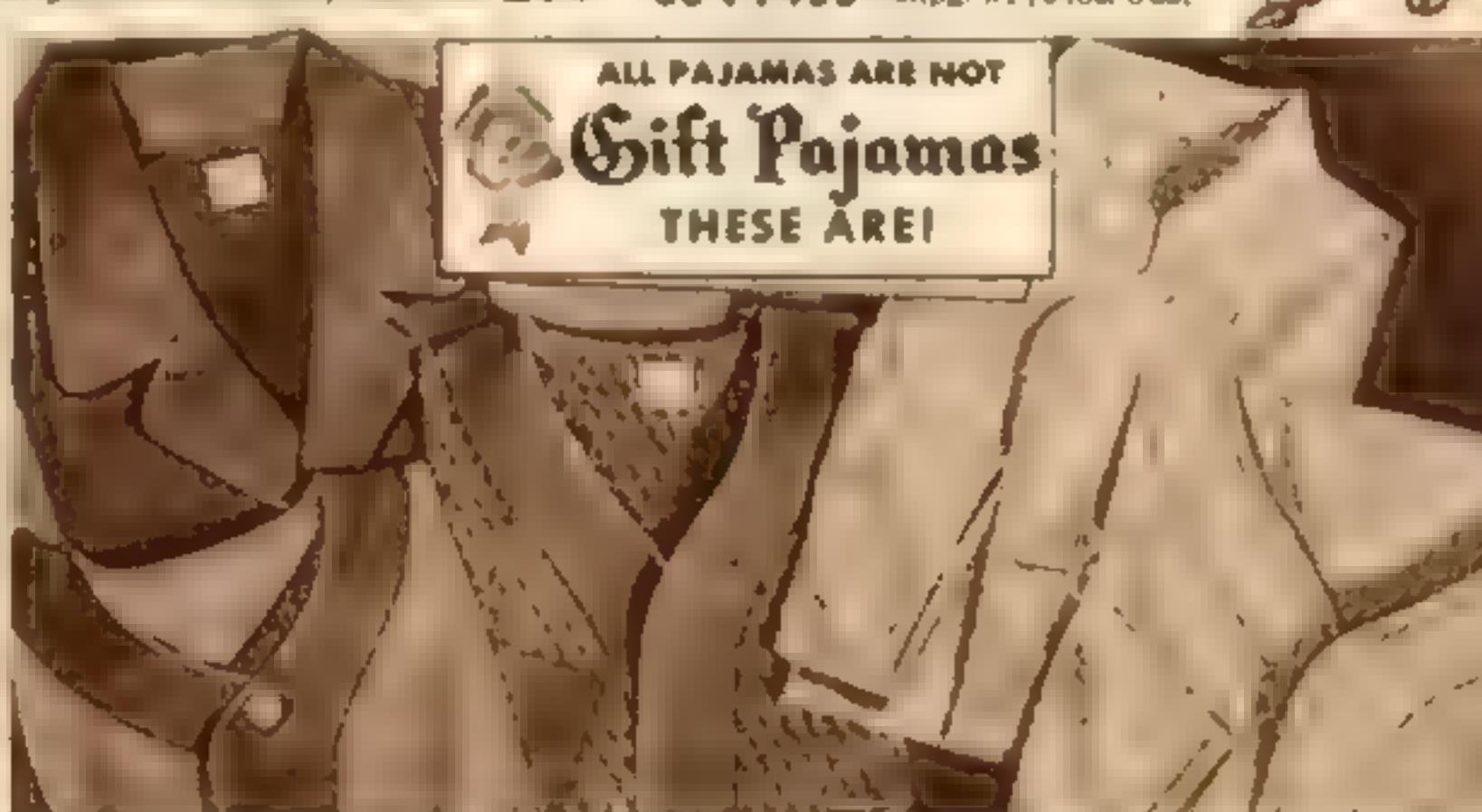
1. It's cotton covert cloth, tightly woven, won't show dirt or grease readily.
2. It's Sanforized-Shrunk... No amount of washing can shrink it out of fit.
3. It's a Heavyweight... One of the strongest and most durable of its kind.

Made in coat style with two button-through pockets, triple stitched main seams and non-rip sleeve facings. Worth 98c!

Half Sizes: 14 1/2 to 17. State size. Shipping weight, each, 15 ounces, three, 2 pounds 9 ounces.

33 V 576—Blue 33 V 576—Gray
33 V 577—Tan

69c Each **3 for \$2.00**



Royal Ascot

\$1.45 A Suit **2 for \$2.79**

You know Royal Ascot dress shirts... You know their reputation for style, fabric and tailoring... Here's that same measure of quality in Royal Ascot Pajamas. Very latest patterns in fine quality cotton broadcloth and silk like luster sateena. Regular \$1.65 to \$1.95 values. Covered side elastic in trousers for comfort. Assorted colors.

Sizes: A (34 to 36); B (38 to 40); C (42 to 44); D (46 to 48); E (50 to 52-inch chest). Order by size letter. Shipping weight, a suit, 14 ounces, of two, 1 pound 10 ounces.

33 V 7353 Notch Collar Coat
33 V 7354 Middy Style
33 V 7355 Coat Style

WARM FLANNELETTE

89c A Suit **2 for \$1.75**

Comfortable flannelette pajamas. Cut big for a roomy fit and made in attractive striped patterns. Trousers have an elastic insert in waistband. Coat style is frog trimmed and has military style collar. Medium weight. Assorted patterns and colors.

Sizes: A (34 to 36); B (38 to 40); C (42 to 44); D (46 to 48); E (50 to 52-inch chest). Order by size letter. Shipping weight, each, 1 pound, of two, 1 pound 14 ounces.

33 V 974 Military Coat Style
33 V 975 Middy Style

SEARS ✓ PAGE 63



Gift Sweaters

"TWINS" WITH THE
NEW SHORT NAP!
REAL BEAUTIES



FOR MEN

\$3 39
EACH

FOR BOYS

\$2 98
EACH

ALL WOOL . . . Soft and springy, slightly napped, firmly knit. Famous 'Supreme' Label inside certifies that all yarns used are wool.

SHIRRED BACK . . . Gives free-swing action, adds to its smartness. Man or boy, it's a feature he'll like.

FULL ZIP COAT has knitted tabs and metal rings for neater fit. Two pockets. V-shaped neck.

TAPED SEAMS at shoulders make it neater inside. Full length slide fastener is rustless.

SLEEVELESS PULLOVER has U-V Neck. Comfortably proportioned.

MEN'S SIZES

Even Sizes: 34 to 44. State size. Shpg. wt., 1 lb. 7 oz.

33 V 1818
Blue Heather

33 V 1816
Brown Heather

BOYS' SIZES

Even Sizes: 28 to 36-inch chest. State size. Shipping weight, 1 lb. 6 oz.

33 V 1714
Blue Heather

33 V 1715
Brown Heather



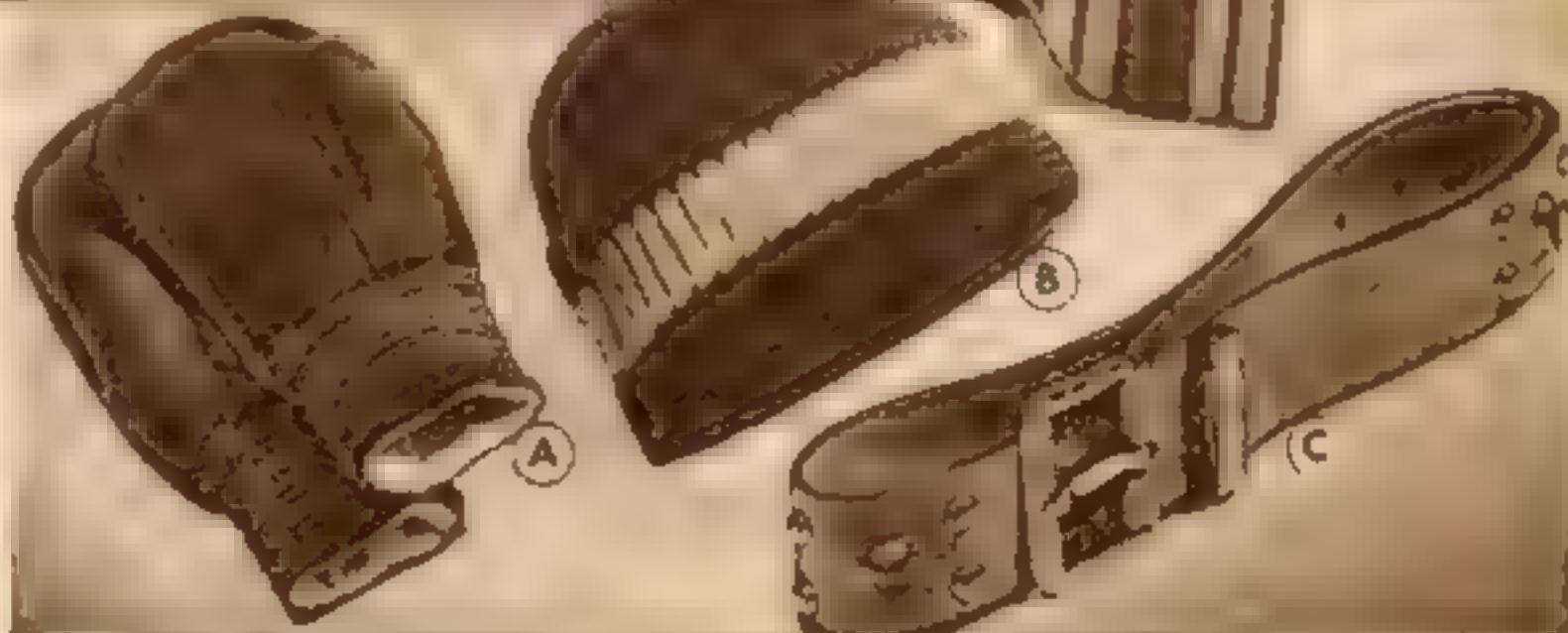
Boys' Pre-Shrunk Gift Shirts

79¢
EACH
3 FOR
\$2 29

Pressed with the collar in stand-up position to make it more attractive. In its shiny transparent package. All pre-shrunk. Plain white is sturdy cotton broadcloth pattern is fine count cotton shirting, all val-dyed fast colors.

YOUTH SIZES 8, 10, 12 years. State size. Shipping weight, each, 7 ounces. 3 1/2 pounds 1 ounce. BOYS' SIZES 12 1/2, 13 1/2, 14, 14 1/2 inch neck. State size. Shpg. wt., each 9 oz. 3 lb. 7 oz. Regular Soft Collar 33 V 1405—White 33 V 1406—Patterns

MONEY-SAVING Gift Ideas FOR BOYS 6 TO 16 YEARS



Ⓐ Boys' Lined Mittens

Young America's favorite mittens. Genuine grain cow hide chrome tanned soft and flexible. Warm and soft fleeced cotton lining. Strong elastic web wrist. Shipping weight, 6 oz. Sizes: 5 to 14 years. State age-size.

33 V 3953—Tan 33 V 3954—Brown 33 V 3955—Black

Ⓑ Wool Hockey Cap

Not just wool—but worsted wool—that means only the longest, strongest wool yarns are used. Snappy colors with contrasting trim. One size fits every boy. Shipping weight, 4 ounces.

33 V 4940—Maroon 33 V 4941—Wavy

33 V 4942—Royal Blue 33 V 4943—Brown

Ⓒ Boys' Western Belt

A new copy of the big studded belt. Full grain cowhide leather in hand-tooled effect, decorated with sparkling jewel stones and metal studs. Engraved style nickel plated steel buckle and loop. Shipping wt., 4 oz. Even sizes 24 to 30-inch waist. State size.

33 V 8925—Black 33 V 8926—Tan

Ⓓ Patterned Ties

Young fellows like their ties plenty hot—and these are! Easy to tie and keep in shape. Durable rayon fabrics in attractive gift box. Shipping weight, 4 ounces.

COLORS: Blue, Red, Brown or Green. State color.

33 V 8540—Stripes 33 V 8541—Plaids

Gift Gloves FOR HIM

RICH LEATHERS WITH THE SMOOTH, QUALITY FEEL THAT MEN LIKE



Proved by CCC Men

(Chopper in Grain cowhide leather, chrome tanned, adjustable leather strap on back. Removable liner is firmly knit of 44% wool yarns, balance cotton. Shipping weight, 9 ounces.)

Men's Sizes: Large and extra large. State size.

33 V 4430—Tan 33 V 4431—Black

Boys or Youths Sizes: Same as above but made for youths and larger boys. One size only.

33 V 3978—Tan



Lined Caposkin

Choice of two popular styles in smooth chrome tanned leathers. Neatly patterned lining of rayon and cotton flannelette. Half outseam sewn. Stitched backs. Shipping weight, 5 ounces.

98c
A PAIR

Half Sizes: 7 1/2 to 10 1/2. State size.
Button Top Slip-On
33 V 4206 33 V 4226
Brown Brown
33 V 4207 33 V 4227
Black Black

Smooth Horsehide

If he's hard on dress gloves, he'll appreciate these smart and dressy yet they'll stand up and take it. won't scuff. Made of all grain side chrome tanned horsehide. Fleeced rayon and cotton lining. Outseam sewn, stitched backs. Adjustable strap at wrist.

Half Sizes: 8 to 10 1/2. State size. Shipping weight, 6 ounces.
33 V 4231—Black

\$149
A PAIR

\$149
A PAIR

All Fur Lined
Warm and Soft
GENUINE CAPESKIN \$249
LEATHER A PAIR

Supreme gift glove of the season. Noticeably superior by any standard of comparison. Warm, every inch lined with cuffed coney rabbit fur. Button top has windshield for extra protection against cold.

Dressy leather is chrome tanned for softness. Back has hand staggered effect. Full outseam sewn for better fit. Each pair individually packed in gift box.

Half Sizes: 8 to 10 1/2. State size. Shipping weight, 6 oz.
33 V 4247—Brown
33 V 4248—Black

\$149
A PAIR

\$149
A PAIR

Gift Gloves FOR HER EVERY STYLE A HIT... TO TO I SHE NEEDS THEM ...WOMEN ALWAYS DO



Lined Lambskin

Winter warmth plus fashionable style and sleekness. Soft chrome tanned leather lined with fleeced rayon and cotton. Stitched backs. Half outseam sewn.

Half Sizes: 6 to 8 1/2. State size. Shipping wt., 1 pair, 4 oz.

Snap Fastener Wrist
33 V 3670—Black 33 V 3671—Brown

Slip-On Model
33 V 3672—Black 33 V 3673—Brown

The "Continental"

A new creation in double woven cotton chamois suede fabric. Back is streamlined by a design in band sewn at thumb. Cuff strap is also hand sewn. Shirred elastic for better fit. Overseam sewn. Made in Czechoslovakia.

Colors: Black, Brown or Navy Blue. Half Sizes: 6 to 8 1/2. State size and color.

33 V 2609—Shipping weight, 3 oz.

Genuine Kidskin

Every woman knows the thrill of fine kid. Hand sewn roiled top and embroidered backs. Cuffs are gathered and flared. Table cut. Overseam sewn. Made in Czechoslovakia.

Colors: Black, Brown or Navy Blue. Quarter Sizes: 6 to 8. State size and color.

33 V 3005—Shipping wt., 4 oz.

A New Lead for 1938 Styles

LIGHT WEIGHT CAPESKIN \$149
A PAIR

A different twist to the way they're fashioned. Pattern cut for a neater fit. Contrasting stitching on back has a slenderizing effect. Self bound top. Half pique sewn.

Colors: Black or Brown. QUARTER Sizes: 6 to 8. State size and color.

33 V 3886—Shipping wt., 4 oz.

PRACTICAL AND COMFORTABLE



Flexible Hand Turned

—Soft brown elk-grained leather uppers—Tough oak tanned leather soles—Comfortable rubber heels

Hand turned soles—mark of flexible comfort and superior quality.

MEN'S SIZES 6, 7, 8, 9, 10 and 11. Wide width. State size. Shipping weight, 1 pound 6 ounces.

67 V 3914—Pair.....\$1.49

Soft, Pliable Comfort

—Soft, pliable black kid-skin leather uppers \$1.79 PAIR
—Flexible oak-tanned leather soles—Leather lined quarter—Live rubber heels

A style any man will like!
MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. State size. Shipping weight, 1 pound 8 ounces

67 V 3944—Pair.....\$1.79

89c
MEN'S



98c
PAIR

(C) Leather Soled Felt
—Soft gray felt uppers—Reinforced, tipped toe prevents scuffing through—Sturdy counter—Flexible stitchdown construction—Oak-tanned leather sole—Comfortable rubber heel

MEN'S SIZES 5, 6, 7, 8, 9, 10, 11 and 12. Wide width. State size. Shipping weight, 1 lb. 4 oz. **98c**

(D) Felt Lined Boots
—Soft, brown genuine kidskin uppers—Warm sheepskin collar—Comfortable, padded chrome leather sole and heel. Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10 and 11. Shipping wt. 1 lb. 2 oz. **67 V 3900**—Pair.....\$1.49

89c
MEN'S

(E) Stylish New Everett
—Alligator grained black leather-like fabric uppers—Semi-hard, flexible leather sole—Rubber heel. Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10 and 11. Shpg. wt. 1 lb. 6 oz. **67 V 3947**—Pair.....
BOYS' SIZES 1, 2, 3, 4, 5. **67 V 3967**—Shpg. wt. 12 oz. **79c**

(F) Soft Elk-Grained Leather
—Brown elk-grained cowhide leather uppers—Cotton Sealed Lining—Padded chrome leather sole and heel. Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10, 11, 12. **67 V 3919**—Shpg. wt. 12 oz. **89c**
BOYS' SIZES 1, 2, 3, 4, 5. **67 V 3959**—Shpg. wt. 11 oz. **79c**

89c
PAIR

"OLD RELIABLE" **\$1.85**
MEN'S

—Soft, pliable kidskin leather uppers—Long-lined vamp—Fine quality side goring—Flexible stitchdown construction—One-piece grain leather midsole—Oak-tanned leather outsole—Rubber heel

Sears finest slipper—the "Gift of Gifts" for both father and son! Wide width
Order half size larger than shoe
MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Shipping weight, 2 pounds
67 V 3936—Brown **67 V 3946**—Black
BOYS' SIZES 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, and 5½. Shipping wt. 1 lb. 5 oz.
67 V 3956—Brown **67 V 3956**—Black **\$1.85**
\$1.69

\$1.00
PAIR

TOP DESIGN
OF BOYS' STYLE

65c
MEN'S

89c
PAIR

(G) Novelty Pattern
—Smartly checked arctic cloth uppers with contrasting felt trim—Padded chrome leather sole and heel. Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shpg. wt. 1 lb. 2 oz. **67 V 3905**—Brown and White. Brown Trim
67 V 3911—Black and White. Black Trim **89c**

(H) Semi-Hard Leather Sole
—Brown kidskin leather uppers—Comfortable roomy last—Rubber heel. Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shpg. wt. 1 lb. 2 oz. **67 V 3912**—Pair.....
BOYS' SIZES 1, 2, 3, 4 and 5. Shipping weight, 9 ounces. **67 V 3965**—Pair.....
59c

(J) Bargain!
—Sturdy brown felt uppers, leather tipped to prevent scuffing through—Comfortably padded chrome leather sole and heel. Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shpg. wt. 1 lb. 2 oz. **67 V 3917**—Pair.....
\$1.10

CATALOGUE FOR MOTHER'S SLIPPERS AND OTHER VALUES
SEARS ✓ PAGE 267

FOR
WOMEN!



"HOLLY DAY" SUGGESTIONS



FOR
CHILDREN!

Ⓐ 59¢
Pr.

Ⓐ Misses' Choice

- Bright rayon velvet
- Matching rayon lining
- Padded leather sole
- Low comfortable heel

SOMETHING NEW! Hi-front D'orsay just like Mother's. Snug, comfortable, long-wearing. Colorful braided trim and pompon. Corded center seam. HOLIDAY SAVINGS

GIRLS' SIZES 9, 10, 11, 12, 13, 1, 2, 3. Wide width. State size. Shipping weight, 15 ounces.

15 V 945—Red. 15 V 946—Blue. Pair. 59¢

Ⓒ Mother's Romeo

- Soft kidskin uppers
- Easy-flexing semi-hard leather soles
- Elastic goring
- Rubber heels

The perfect gift for mother or daughter . . . a pair of these handsomely feminine, down-right comfortable Romeos!

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 pound 4 ounces.

15 V 3646—Brown. 15 V 3647—Black. Pair. \$1.00

Ⓑ Christmas Cheer

- Natural sheepskin booties
- Sheep's wool lined throughout
- Brown rayon plush collar
- Flexible hard leather sole

Downy, warm sheep's wool . . . the softest, snuggliest lining in the world! No wonder children love these slippers.

GIRLS' AND BOYS' SIZES 9, 10, 11, 12, 13, 1, 2. Wide width. State size. Shpg. wt. 15 oz. 15 V 947 Pair. \$1.39

Ⓓ A Warm Gift!

- Genuine natural color sheepskin leather outside
- Fleecy sheep's wool lining, cuff and sock lining
- Flexible hard leather sole; rubber heel

Sheepskin booties! Warmest, most comfortable slippers you can own. SPECIAL HOLIDAY PRICE. Order early

WOMEN'S SIZES 3, 4, 5, 6, 7, 8, 9. Wide width. State size. Shpg. wt. 1 lb. 4 oz. 15 V 3664—Pair. \$1.64



You sure get
the best for your
money at Sears

Giftworthy

Slippers to Carry Your Greetings

DESCRIPTIONS OF SLIPPERS ON OPPOSITE PAGE

Ⓐ Christmas Savings

- Rich, rayon velvet D'orsay
- Warm sheep's wool cuff
- Padded leather sole
- 1½-inch covered heel

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.

15 V 3668—Red. 15 V 3669—Black. 15 V 3670—Black. Pr. \$1.19

Ⓐ Worth \$3.00 a Pair

- Fine quality kidskin
- Full sheep's wool lining and cuff
- Flexible hard leather sole
- Low rubber heel

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 6 ounces.

15 V 3661—Red. 15 V 3662—Blue. 15 V 3663—Black. Pr. \$2.39

Ⓐ Butterfly Bow

- Floral printed rayon crepe
- Soft padded leather sole
- 1½-inch covered heel
- Up to, to give or to keep!

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.

15 V 3688—Burgundy. 15 V 3685—Blue. 15 V 3687—Brown. Pr. \$1.00

Ⓐ What a Comfort!

- Fine soft rayon velvet
- Flexible hard leather sole
- 1½-inch covered heel

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.

15 V 3685—Red. 15 V 3668—Blue. 15 V 3667—Black. Pair. 98¢

Ⓐ In Best of Taste

- Rich looking rayon velvet
- Printed rayon crepe panel
- Flexible hard leather sole
- 1½-inch covered heel

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shpg. wt. 1 lb. 2 oz.

15 V 3640—Red. 15 V 3641—Blue. 15 V 3642—Black. Pr. \$1.19

Ⓐ Style and Utility

- Soft kid D'orsay
- Colorful rayon lining
- Flexible semi-hard leather sole
- 1½-in. heel

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.

15 V 93671—Blue. 15 V 93670—Red. 15 V 93672—Black. Pair. 98¢

Ⓐ Holiday Bargain

- Broaded rayon satin
- Patent leather-like trim
- Padded leather sole
- 1½-inch covered heel

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.

15 V 3658—Blue. 15 V 3659—Burgundy. 15 V 3660—Black. Pair. 98¢

Ⓐ Hi-Front D'orsay

- Broaded rayon satin
- Padded leather sole
- 1½-inch covered heel

They're a pleasure to wear!

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 3 ounces.

15 V 3652—Blue. 15 V 3653—Burgundy. 15 V 3654—Black. Pair. 84¢

Ⓐ A Gift in Price

- Fine, rich rayon velvet
- White chearling trim
- Soft padded leather sole
- 1½-inch covered heel

GRAND, for stay-at-home leisure!

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shpg. wt. 1 lb. 2 oz.

15 V 3672—Blue. 15 V 3671—Red. 15 V 3673—Black. Pair. \$1.00

Ⓐ Beautiful Style

- Rayon velvet
- Contrasting velvet panel
- Open Toe
- Easy-bending hard leather sole
- 1½-inch covered heel

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 lb. 2 oz.

15 V 3643—Blue. 15 V 3644—Burgundy. 15 V 3645—Black. Pr. \$1.19

Ⓐ Match Your Robe

- Warm "arctic" cloth
- Uning and collar
- Flexible hard leather sole
- Rubber heel

Wonderfully comfortable! Sturdy, too. WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 lb. 2 oz.

15 V 3650—Blue. 15 V 3651—Brown. 15 V 3649—Wine. Pair. 89¢

Ⓐ Soft and Warm

- Rayon velvet
- Cotton Recco lined
- Sheep's wool cuff
- Soft padded leather sole
- 1½-inch covered heel

WOMEN'S SIZES 3, 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 4 ounces.

15 V 3675—Burgundy. 15 V 3674—Blue. 15 V 3676—Black. Pair. \$1.00



DESCRIPTIONS ON OPPOSITE PAGE



GIVE THE GIFT OF COMFORT



WARM CHEER FOR CHRISTMAS





ALL WOOL .. Extra Colorful

\$379 54x72 Inches. Weight, 2 1/2 Lbs.

A grand warm Motorobe! Rich in coloring and ready for years of practical service. Medium-weight, all wool robe, not as heavy as our 24 V 8518 at right, but a big value and an appreciated gift. Plaid pattern same on both sides . . . it's woven through and through. Four-inch all wool fringe on both ends.

Colors: Blue, Green, Brown or Gray predominating. State color. Shipping weight, 2 pounds 14 ounces.

24 V 8517—Each....

\$3.79

SEE OUR BIG GENERAL
CATALOG FOR OTHER
MOTORROBE VALUES

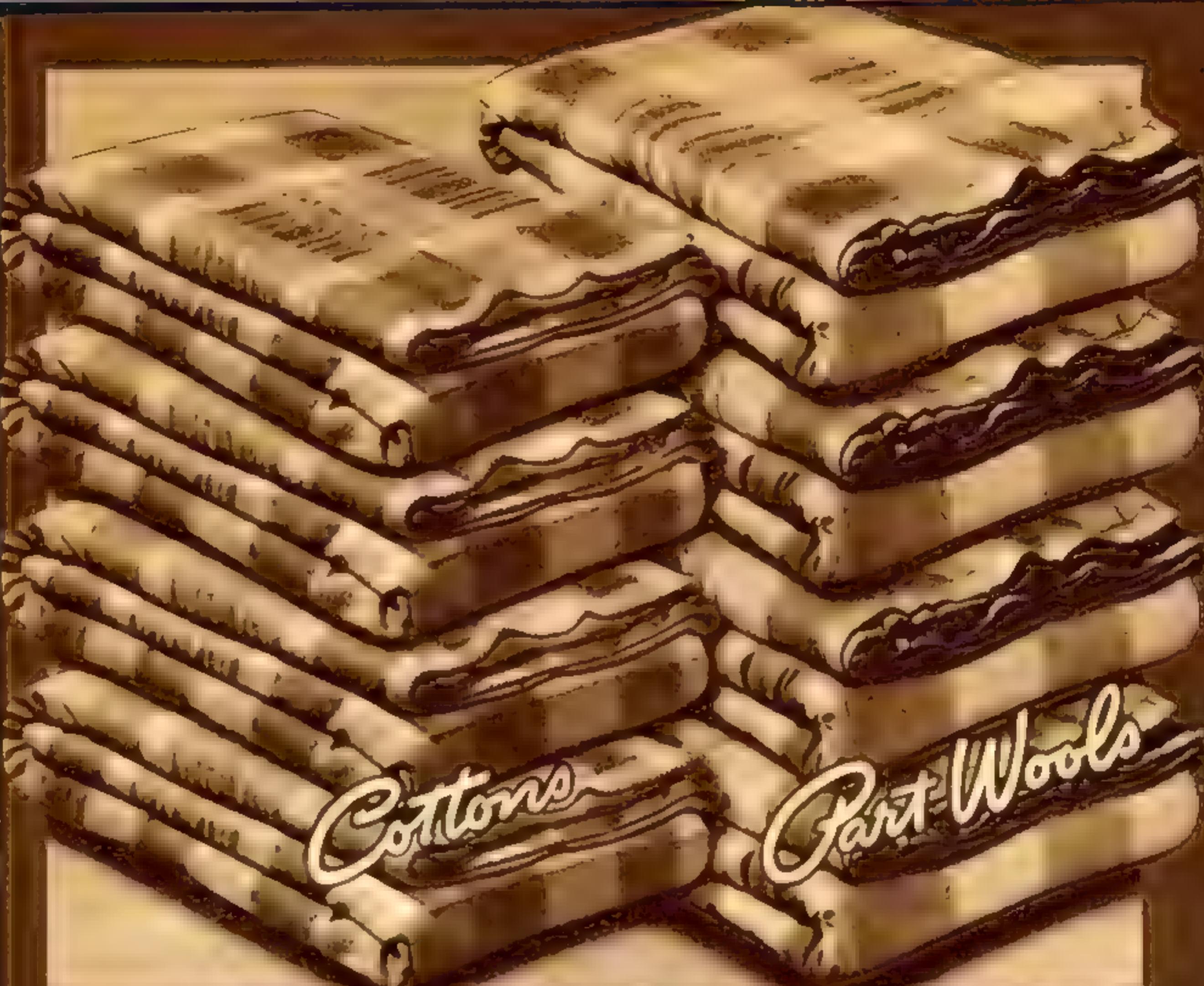
ALL WOOL .. Extra Heavy

\$479

58x76 Inches. Weight, 3 Pounds

Choose this extra heavy Motorobe for warmth and appearance. You'll be proud to carry it to the big game, or use it in the car. A robe like this has so many uses that it pays in the long run to buy the heavier quality. Every thread all wool; has the beautiful deep colors usually found only in high-priced robes. "Woven-through" plaids, same on both sides. Ends finished with 4-inch all wool fringe. A fine present for the "important" man on your list . . . it will be appreciated for years to come. Colors: Blue, Green, Brown or Gray predominating. State color. Shipping weight, 3 pounds 3 ounces.

24 V 8518—Each.....\$4.79



America's Fastest Selling Blankets

SEARS GREATEST VALUES

Single Blanket

50c
Ea.
2 for **97c**

Pair of Blankets

98c
A Pair
2 Pairs for **\$1.90**

70x80-In. Pair

\$1.69
A Pair
2 Pairs for **\$3.29**

72x84-In. Pair

\$2.29
A Pair
2 Pairs for **\$4.45**

STANDARD WEIGHT . . . Standard Size

Serviceable all cotton blankets of full standard weight . . . even at these low prices Sears don't skimp on weight. Only because we bought them at last year's low price can we afford to sell these blankets for so little. They're made of softly napped cotton in neat, colorful plaids, and finished with overlock-stitching. Highly practical for year 'round usefulness. Single blankets or pairs, both double bed size.

COLORS: Rose, Blue, Green or Orchid plaids, each with white. *State color.*

Double Bed Size, 70x80 Inches

Single Blanket, Wt., 1 1/4 Lbs. Shpg. wt., ea., 1 lb. 6 oz.	Pair of Blankets, Wt., 2 1/2 Lbs. Shpg. wt., a pr., 2 lbs. 14 oz.
24 V 7025—Each 50c	24 V 7024—A Pair \$0.98
Two for 97c	Two Pairs for 1.90

CANNON . . . Not Less Than 5% Wool

No wonder these part wool pairs sell so fast! Our customers are quick to recognize real value, especially when offered at Sears extra low prices. Cannon quality blankets, made of cotton with 5% wool added . . . the wool makes them softer and fluffier than our all cotton blankets, at left. Two sizes, both large enough for a double bed. Pastel plaids with sateen binding at ends.

COLORS: Rose, Blue, Green or Orchid plaids, each with white. *State color.*

70x80-In. Pairs

Weight, Pr., 3 Lbs. Shpg. wt., a pr., 3 lbs. 6 oz.	24 V 7444—A Pair \$1.69 Two Pairs for 3.29

72x84-In. Pairs

Weight, Pr., 3 1/2 Lbs. Shpg. wt., a pr., 3 lbs. 15 oz	24 V 7445—A Pair \$2.29 Two Pairs for 4.45

SEE SEARS FALL CATALOG FOR MORE BLANKET VALUES

SEARS

PAGE 271

America's Greatest PILLOWCASE VALUE

SPECIAL
CHRISTMAS
PRICE

79c
A.
Pr.

- Hand Embroidered
- Hand Appliqued
- Made in America
- In Gift Boxes

The gift sensation of the year! Look at those features—think how many people on your Christmas list would be thrilled to have such a present! Firm white cotton. Size, about 20x33 inches. 2½-inch hemstitched hem and applique in following WASHFAST COLORS: Blue, Gold, Green, Orchid, Rose or White. State color.

19 V 7109—Pale in Gift Box. Shpg. wt., 12 oz. 79c

Gifts so Lovely--

YOU'LL WANT TO KEEP THEM YOURSELF

ALL LINEN

44x44
Inches 89c
Ea.

Pretty as can be—makes a lasting gift! Colors: Ivory ground with multi-color hand blocked design in Red, Green or Brown predominating. State color.

Abt. 44x44 In.
19 V 7142—Shpg. wt., 10 oz. Each. 89c
Abt. 51x61 In.
19 V 7143—Shpg. wt., 11 oz. Each. 98c
Abt. 51x67 In.
19 V 7144—Shpg. wt., 11 lb. Each. \$1.49
12x12-in. Napkins
19 V 7145—Shpg. wt., 5 oz. 6 for 69c

Rayon-Cotton

36x36
Inches 21c
Ea.

Imported. Has fine soft finish. Colors: Predominating Red, Blue, Gold or Green plaid. State color.

Abt. 36x36 In.
19 V 7467—Shpg. wt., 6 oz. Each. 21c
Abt. 43x43 In.
19 V 7468—Shpg. wt., 10 oz. Each. 39c
Abt. 52x52 In.
19 V 7469—Shpg. wt., 12 oz. Each. 48c
Abt. 52x61 In.
19 V 7470—Shpg. wt., 14 oz. Each. 69c
15x15-in. Napkins
19 V 7471—Shpg. wt., 7 oz. 6 for 29c

QUEST BATH BATH WASH CLOTHS 5-PIECE
TOWEL TOWEL MAT 6 FOR SET

17c 29c 65c 35c \$1.19
EA. EA. EA. EA. EA. EA.

HEAVY, FLUFFY BEAUTIES

Gorgeous colors—height of fashion. Soft cotton terry. WASHFAST Colors: Peach, Blue, Gold, Green, Orchid with fancy borders. State color.

Guest Towel Bath Towel Bath Mat Washcloths
16x32-in. 22x44-in. 20x30-in. 12x12-in.
19 V 8679 19 V 8678 19 V 8680 19 V 8680
Shipping Shipping Shipping Shipping
wt. 6 oz. wt. 7 oz. wt. 12 oz. wt. 7 oz.
Each 17c Each 29c Each 65c 6 for 35c
5-PIECE SET—Consists of 1 guest towel, 1 bath towel, 2 washcloths, 1 bath mat
19 V 8689—Shipping weight, 1 lb. 1 oz.
1 lb. 3 oz. Set \$1.19

FIVE LOVELY COLORS

DEEP PILE TUFTS

Velvety-soft bathroom luxury. Matched sets are an appreciated gift. 18x32 inch tufted cotton bath mat, standard size lid cover. WASHFAST COLORS: Blue, Green, Gold, Orchid or Rose; also Black and White (not illustrated). State color. Shipping weight, 1 lb. 1 oz.

19 V 8889
2-Piece Set \$1.39

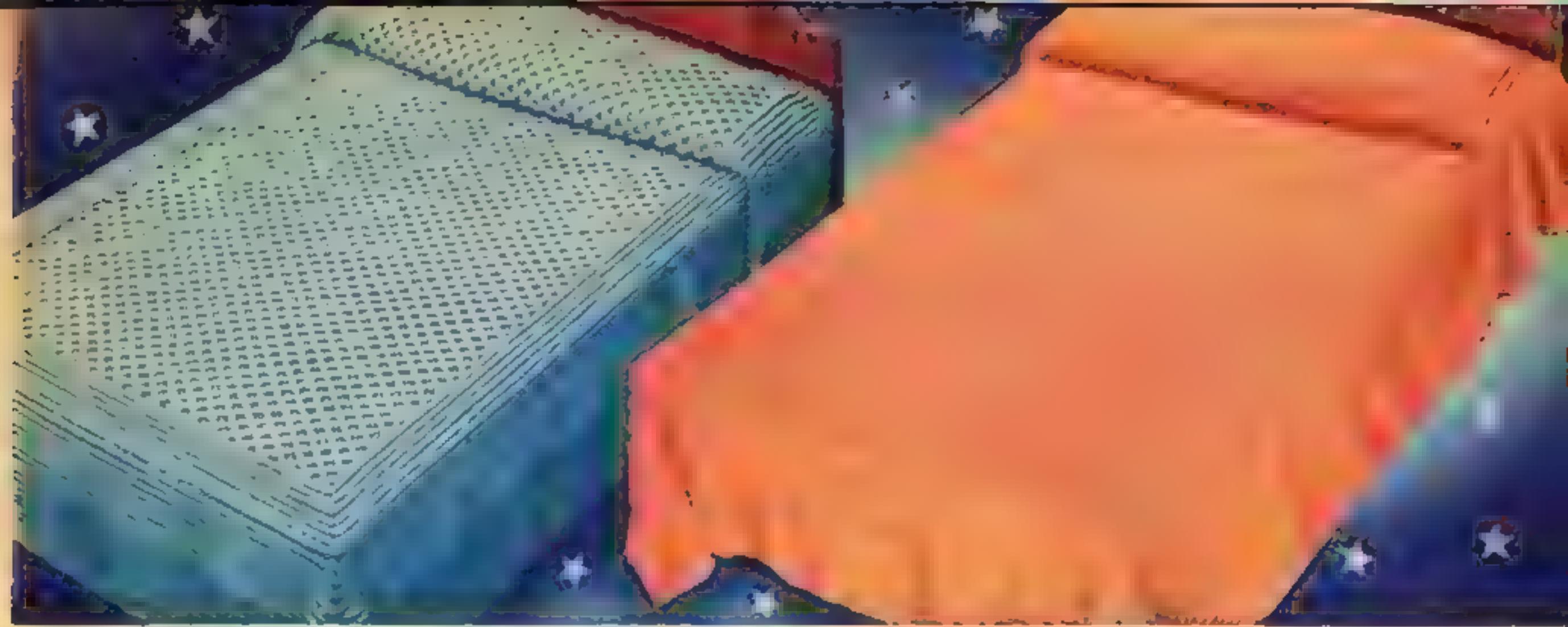
QUEST BATH BATH WASH CLOTHS 5-PIECE
TOWEL TOWEL MAT 3 FOR SET

25c 49c 89c 27c \$1.75
EA. EA. EA. EA. EA.

GIFT PROBLEMS SOLVED

Subbute effect and heavy, thirsty, thick cotton loops separate pieces of beauty of matched ensemble at same savings. Reversible. WASHFAST COLORS: Blue, Peach, Green, Orchid or Maize. State color.

Guest Towel Bath Towel Bath Mat Washcloths
16x28-in. 22x44-in. 22x32-in. 12x12-in.
19 V 8737 19 V 8736 19 V 8735 19 V 8734
Shipping Shipping Shipping Shipping
wt. 6 oz. wt. 11 oz. wt. 11b 2 oz. wt. 3 oz.
Each 25c Each 49c Each 89c 3 for 27c
5-PIECE SET—Consists of 1 guest towel, 1 bath towel, 2 washcloths, 1 bath mat
19 V 8790—Shpg. wt., 2 lbs. 4 oz. Set \$1.75



CHENILLE Border Shades From Pastel to Deep Tone . An Actual \$9.95 Value

\$6.95
EA.

A triumph! Stunning, richly colorful, softly shimmering! Distinctive because of its new color harmonies. Its graduated three-tone border, its luxurious waffle-effect top—practically solid chenille, so closely is it worked with fluffy, deep, 11-strand quality Washfast Heavy colored sheeting, harmonizing chenille. Beautiful in all white. Colors: Blue, Gold, Green, Orchid, Rose, Turquoise blue, Peach Beige, or All White State color.

Double Bed Size
90x105 inches Shipping weight,
5 pounds 6 ounces
96 V 2369—Each...\$6.95

Twin Bed Size
72x105 inches Shipping weight,
4 pounds 9 ounces
96 V 2370—Each...\$6.95

CHENILLE in Smartest of Bar Arrangements! Rich and Velvety! . The \$6.95 Quality

\$4.95
EA.

A superb gift . . . who wouldn't treasure a bedspread with such velvety texture, such high styling? Gorgeous shimmering soft colorings, to harmonize with the strong fabric—lavish chenille, the extra thick, 11-strand grade. New in design and so different from most at its price, practical because it's washfast. Newest of all in Peach. Outstanding in cream white. Heavy colored sheeting, harmonizing chenille. Colors: Blue, Gold, Green, Peach Rose or All White State color.

Double Bed Size
90x105 inches Shipping weight,
4 pounds 8 ounces
96 V 2349—Each...\$4.95

Twin Bed Size
72x105 inches Shipping weight,
4 pounds 3 ounces
96 V 2354—Each...\$4.95

Get Something Beautiful!

4-STAR

Crown Tested Rayon
Taffeta...\$3.98 Value

\$2.79
EA.

—four corded top
—full gathered blouse
Soft and lovely taffeta
with a durability to
match its elegance.
Won't crack, lasts in-
definitely. Crown Tested,
carefully checked for
wearing strength.
Charming, fashionable
extraordinarily soft. A
big value! Eggshell in-
sets contrast with
Colors: Copenblue, Gold,
Green, Peach, Rose,
Rust, Orchid, Brown or
Dubonnet. State color.

Double Bed Size
90x105 in. Ship. wt. 2 lbs. 7 oz
96 V 2577—Each...\$2.79

Twin Bed Size
72x105 in. Ship. wt. 2 lbs. 2 oz
96 V 2576—Each...\$2.79

CHENILLE

In Tulip Design
New! Smart Goy!

\$2.79
EA.

—extra heavy weight
—size, about 90x105 in.

Give a chenille bed-
spread and you're giving
something dear to every
woman's heart! And, in
this case, value 'way out
of proportion to cost!
Heavy, fluffy 11 strand
chenille, heavy cream
sheeting. Colors: Rust
and Peach, Dark and
Light Blue, Brown and
Gold, Dark and Light
Green, Wine and Red, Old
Rose and Rose. State color.
Ship. wt. each, 2 lbs. 15 oz.
96 V 2329—Each...\$2.79

CROWN

Tested Rich Rayon
A True \$2.98 Value

\$1.98
EA.

—brocade-type fabric
—good weight; strong
Firm, full-bodied,
smooth and sleek.
Crown Tested in every
detail from the yarn to
the finished bedspread!
A servable quality is
assured, and as for style
design gleams on a lux-
urious mottled ground,
gives the tapestry effect
that is so much in vogue.
Rayon embroidered
scallops. Colors: Blue,
Gold, Green, Orchid, or
Rose. State color.

Double Bed Size
90x105 in. Ship. wt. 2 lbs. 4 oz
96 V 2511—Each...\$1.98

Twin Bed Size
72x105 in. Ship. wt. 1 lb. 14 oz
96 V 2512—Each...\$1.98

STYLE

Beyond Its Price!
Rayon and Cotton

\$1.49
EA.

—actual \$2.98 value
—size, about 84x105 in.

A gift for you to give
and make a big impres-
sion for just a little
money. Styled ex-
pensively, charmingly—
with cotton to give it
strength, and rayon for
brilliant luster. Colors:
Blue, Gold, Green, Or-
chid, or Rose. State color.

Shipping weight, each,
1 lb. 13 oz
96 V 2924—Each...\$1.49

SEARS PAGE 73



Gift Ideas

FOR PRACTICAL AND PRETTY CHRISTMAS NIGHTWEAR

(A) Choose these smart, fashion-right Bubble Knit Cotton Pajamas for two-way service—they're warm and cozy to sleep in, comfortable and jolly to lounge in! They're bears better quality, too—a novelty knit with a decided nubby appearance; wears and washes like a charm, is just stretchy enough to give easy comfort. Popular two-piece tailored style with well-cut trousers and slip-over blouse.

EVEN SIZES: 34 to 44-inch bust
State size. Slipping weight, 13 oz

29 V 1262—Green

29 V 1263—Coral . \$1.49

(B) Always sure of a Christmas welcome—ideal always for a gift—this hand embroidered gown made of better quality Nainsook and offering finer Puerto Rican work! It's hand detailed too—a skillful handwork finish as in more expensive luxury underlinings. Pretty Val lace trim flatters Peter Pan collar, rounded high waist at front, sash back. Full length.

EVEN SIZES: 34 to 44-inch bust
State size. Slipping weight, 6 oz

29 V 1220—Tearose

29 V 1221—Blue

29 V 1222—Maize . 79c

(C) Easy to launder and yet look how pretty these very practical Pajamas of Cotton Crinkle Crepe. That scalloped trim on the collar and useful pocket is pleated of fine crisp organdy and finished with piping in contrasting color. Looks demure and utterly dainty! Two-piece style; slipover blouse with sash at back. Made simply, for easy laundering...crinkle crepe you know, actually looks nicer without ironing!

EVEN SIZES: 34 to 44-inch bust.
State size. Slipping weight, 11 oz

29 V 1266—Tearose

29 V 1267 Blue. . \$1.00

Girls! CHRISTMAS UNDIES OF SATIN

OR FINE NAINSOOK



SLIP and PANTIES Bias Cut

Satin Panties **59c** Satin Slip **89c**

The most thrilling gift imaginable for your big and little girls—*undies of luxuriously weighted Silk Satin*. Trimmed with daintiest Val lace! And a new idea—*girls' cut* like Big Sister's for better fit, better wear. Slip has fine hemstitching at neck; panties have French seams. *BRASSIE* crutch back; semi-circled leg with elastic at side. **THESE SAME BEAUTIFULLY MADE EX-PARTY DESIGNED UNDIES ALSO COME IN FINE NAINSOOK**

Sizes: 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14 years. State age size. Slipping wt., each, 3 oz

Yoke Front Panty Round-Neck Slip

Silk Satin Silk Satin

29 V 2129 **59c** 29 V 2010 **89c**

Tearose Tearose

Fine Nainsook Fine Nainsook

29 V 2130 **39c** 29 V 2011 **49c**

White White

FAMOUS
FASHION HIT



"Campus Queen" Mode of the Moment \$1.98 In SWEATERS

Imagine a sweater your dame of lovely light Knit Rayon. Suedine brushed to velvety softness with sleeves of All Wool Knit. Wristed in deer coning collar to match suede leatherette belt. Handly hidden fastener at neck. Wool belt. Colors: Camel Tan, Powder Blue, Light Navy Blue.

EVEN SIZES: 32 to 38 inch bust. State size. Shipping weight, 12 ounces.

29 V 7166—Camel Tan and Saddle Brown

29 V 7367—Powder Blue and Light Navy Blue

GAY DANCE SETS For the Merry Christmas Whirl 98c Each

Lucky holiday "find" for thrif shoppers! A softly tailored set in the new Satin Brocade Print, a fine pure-dye quality woven with a silk face and rayon back. Small uplift brassieres; net lined panties have smooth fitting band top and handy button opening at side.

EVEN SIZES: 32 to 36-inch bust. State size. Shipping weight, 4 oz.

29 V 2676—Tearose

A lovely, lacy set for the luxury girl. The pure-dye satin woven with silk face and rayon back. Greatly padded bustiers of Alencon-type lace on band top panties with rayon lace top. Small uplift brassieres; net lined panties have smooth fitting band top and handy button opening at side.

EVEN SIZES: 32 to 36-inch bust. State size. Shipping weight, 4 oz.

29 V 2675—Tearose

Newest
IN GIFT LINGERIE
RAYON TAFFETA
BROCADE PRINT

Priced Low for
Christmas Thrift

Bias-Cut Gown Softly Tailored \$1.35

A happy thought for Christmas gifts, for your own holiday wardrobe! Gowns of Rayon Taffeta Brocade Print are now first to wear. They're shimmeringly lacy, flattery, different looking! This one has long gracious backless and a romantic Empire front prettily coquettish and appealing. A cut back. Quality is our boast. A 100-denier Rayon Taffeta. 3 paper bias seams. Double stitched. Length about 52 inches. Sizes: 32 to 44 inch bust. State size. Shipping weight, 9 ounces.

29 V 919—Tearose

Molded Slip Snip-it Bottom 98c

Newest of the new to celebrate Christmas! Rich 100-denier Rayon Taffeta Brocade Print, our finest quality! Tailored on slim bias lines, a molded slip for your new light-waisted frocks. So easy to adjust to the desired length—no hemming, just a quick snip through either row of hemstitching at bottom! A California top, adjustable at hips. All seams continuous. Length stitched length about 48 inches.

EVEN SIZES: 32 to 44 inch bust. State size. Shipping weight, 6 ounces.

29 V 3846—Tearose

THE GIFT LUXURIOUS

Slips

OF SATIN SECRETE

Sears Loveliest
Finest Quality

EITHER \$1.95 STYLE Each

A lovely slip of famous weighted silk Satin Secrette, a quality processed against water spotting. Rich enough fine enough for your proudest gifts! Trimmed with a wealth of liner Alencon-type lace featuring the wide lavish bottom shown on California luxurys. Slip bag proof, ring proof, true bias cut, California top, adjustable straps. Tested rip-proof seams. Length about 45 inches.

EVEN SIZES: 32 to 42 inch bust. State size. Shipping weight 10 oz.

29 V 3684—Tearose

29 V 3685—White

Short Length, about 45 inches.

29 V 3686—Tearose

Long Length, about 49 inches.

29 V 3687—Tearose

3 LENGTHS

Gift Specials

PRINTS PRICED WAY DOWN

Colorfast Handkerchiefs

A record value even for Sears! Gay, vivid colors, dashing designs—smart print cotton lawn 'kerchiefs in step with the styles. Every woman wants dozens of them, that's why this is such a grand gift assortment. Hemmed. Size, about 11x11 inches.

25 V 2361 - Shpg. wt., 4 oz. 12 for 35c

12 for
35c

3 in Box 18c

Lovely yet inexpensive. An appreciated gift. Women's soft white cotton lawn with multi-color hand loom embroidery. Midget hemstitched hem. About 10½ inches square.

25 V 2322 Shpg. wt., 5 oz.

3 in Box 26c

Better give linen when it's low priced like this. White with dainty multi-color embroidery in assorted patterns. 16 in. hem stitched hem. Women's styles about 10½ in. square.

25 V 2373 Shpg. wt., 5 oz.

3 in Box 50c

Women's quality linen assortment! Dainty 'kerchiefs smartly styled, beautifully embroidered—lovely gifts. Multi-color hand embroidery and applique. Some with spooling drawn threads. Hand whipped hem. About 11x11 inches.

25 V 2337 Shpg. weight, 5 oz.

BARGAINS!

6 for 15c

Marvelous values—smart gifts. Assortment of six good-looking fast color woven borders, prints and all white cotton 'kerchiefs. Hemmed and hemstitched. Women's assorted sizes, about 10½ to 11 in. square.

25 V 2360 Shpg. wt., 3 oz.

6 for 35c

Initials— the personal touch. All white linen. Narrow hemstitched hem. All initials except I, O, Q, U, V, X, Y, Z. Print initial. Women's styles. About 10 in. square.

25 V 2395 Shpg. wt., 2 oz.

25c Each

Beautiful handmade gift 'kerchiefs. Colored hand embroidery and applique on fine white linen similar to illustration. Hand rolled hem. Size, about 11x11 in.

25 V 2335 Shpg. weight, 2 oz.

59c Each

Lovely! Dainty Bretonne type lace edge, fine white linen center. About 13 in. square.

25 V 2343 Each 59c

Lower priced Embroidered lace edge. Linen center.

25 V 2348 Each 25c

Shpg. wt., each, 2 oz.

6 for 42c

Men prize the personal thought of initials, too. All white—soft cotton lawn. ½ inch hemstitched hem. All initials except I, O, Q, U, V, X, Y, Z. Print initial. About 16½ x 17 inches.

25 V 2568 Shpg. wt., 5 oz.

6 for 25c

Grand handkerchief bargains for men—right in time to make your gift shopping easy. Assortment of plain white, white satin stripes and assorted fast color woven borders. Cotton. Hemmed and hemstitched. Abt. 16½ to 17 in. square.

25 V 2565 Shpg. weight, 5 oz.

3 in Box 19c

Set famous Dionne quintuplets in action on these cute handkerchiefs. A gift kiddies will adore. Assorted fast color prints on cotton lawn. Hemmed edges. Size, about 9 inches square.

25 V 2344 Shpg. wt., 5 oz.

Ⓐ Pure Silk ⓒ Fine Lawn

95c Set. 50c Set.

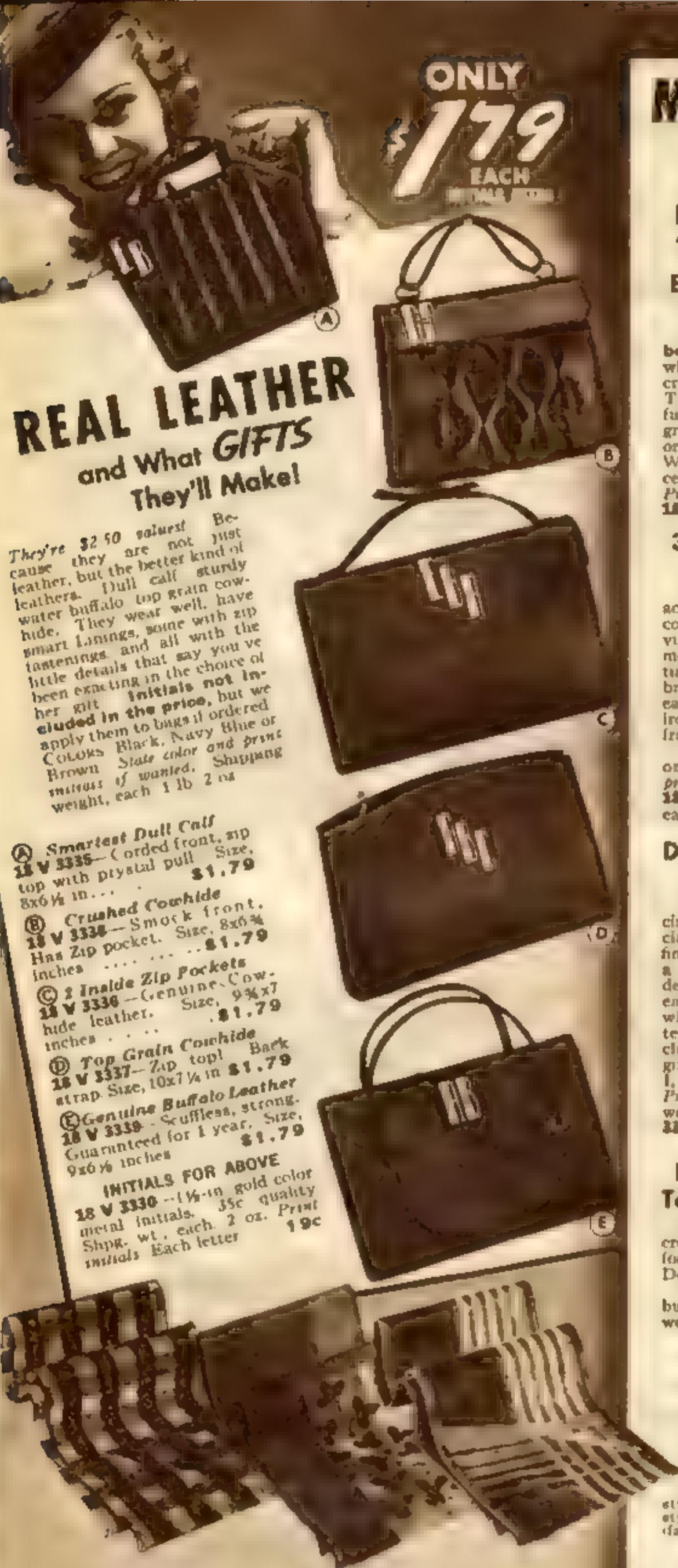
Ⓐ All Silk 'kerchief, woven striped border, solid color silk tie. Hand rolled hem. Colors, Navy, Brown, Maroon, Green. State color. Abt. 17 in. square. Shpg. wt., 7 oz.

25 V 2587 Set 95c

Cotton Lawn 'kerchief

Ⓑ Colored woven border, French hem. Matching solid color rayon and cotton tie. About 17½ inches sq. Colors, Blue, Brown, White. State color. Shipping weight, 8 ounces.

25 V 2589 Set 50c



REAL LEATHER and What GIFTS They'll Make!

They're \$2.50 valued cause they are not just leather, but the better kind of leather. Dull calf sturdy water buffalo top grain cowhide. They wear well, have smart linings, some with zip fastenings, and all with the little details that say you've been exacting in the choice of her gift. Initials not included in the price, but we apply them to bags if ordered. Colors: Black, Navy Blue or Brown. State color and print initials if wanted. Shipping weight, each 1 lb. 2 oz.

④ Smartest Dull Calf
18 V 3335—Corded front, zip top with crystal pull. Size, 8x6 1/2 in. \$1.79

⑤ Crushed Cowhide
18 V 3336—Smock front. Has zip pocket. Size, 8x6 1/4 inches \$1.79

⑥ Inside Zip Pockets
18 V 3336—Genuine Cowhide leather. Size, 9 3/4x7 inches \$1.79

⑦ Top Grain Cowhide
18 V 3337—Zip top. Back strap. Size, 10x7 1/2 in. Back \$1.79

⑧ Genuine Buffalo Leather
18 V 3338—Scuffless. Guaranteed for 1 year. Strong. 9x6 1/2 inches \$1.79

INITIALS FOR ABOVE
18 V 3330—1 1/2-in. gold color metal initials. 35c each. Quality initials. Each 2 oz. Print initials. Each letter 19c
Shpg. wt. each. 2 oz. Print initials. Each letter 19c



IMPORTED ALL WOOL SCARFS

Regular \$1.00 to \$1.50 Values

Dollar to dollar and a half quality! Feel the warm luxurious SOFTNESS of the wool! Made in Poland. Assortment includes many equally handsome scarfs not pictured. Our stylist will select for you. Size, about 49x9 1/4 in. PREDOMINANT COLORS: Blue, Brown, Red, Green, White, Beige, Yellow or Purple. State color
18 V 4344 Shipping weight 8 ounces

69c

MONOGRAM the GIFT

For That Gracious
"Personal Touch"

Embroidered Monogram 54c

The initial is embroidered on this stunning white scarf of weighted silk crepe. The silk is doubled! The ends are finished with full, hand knotted fringe. A grand gift for anyone, young or old! Size, 46x9 inches. White only. All initials except I, O, Q, U, V, X, Y, or Z. Print initial wanted plainly. 18 V 4345—Shpg. wt., 7 oz.

3 Contrasting Initials! 54c

This soft doubled acetate rayon crepe scarf comes in classic white or rich vibrant colors. Shows her full monogram! Any three initials in smart, heavily embroidered letters that are easily applied with a warm iron. Size, 41x9 inches. Self fringed edges.

Colors: White, Red, Blue or Brown. State color and print plainly initials wanted 18 V 4312—Shipping weight, each, 8 ounces.

Double Thick Silk Crepe 98c

If he's the type who appreciates something "extra special"—try this on him. A fine weighted silk muffler with a lustrous texture and a definite quality feel. Initial is embroidered in black and white. Fringe is hand knotted. Size, about 12x50 in. including fringe. Packed in a gift box. All initials except, I, O, Q, U, V, X, Y, or Z. Print initial plainly. Shipping weight, 7 ounces. 18 V 9550—White.

Four-Gore Mono-Tailored Slip \$1.00

In better quality rayon crepe. Double stitched seams for wear. Adjustable straps. Double fabric top.

EVEN SIZES: 32 to 44-inch bust. State size. Shipping weight, 6 ounces.

47-Inch Length

29 V 3663—Tearose

45-Inch Length

29 V 3664—Tearose

49-Inch Length

29 V 3665—Tearose

Embroidered Monogram 13c extra

Print full name plainly. State style of monogram wanted. In style "B" we will put last (family) initial in center



SEARS

* PAGE 77

A Page of Beautiful Practical Gifts!

ROYAL PURPLE HOSIERY

REG. U. S. PAT. OFF.

• Each Pair in a Gift Folder

94c
A PAIR.

3 CHOICES IN

Hosiery Perfection

SHEER CREPE CHIFFONS

You're giving her \$1.35 stockings when you give her these! Save the difference or give her twice as many pairs! They'll look luxuriously lovely in their modern red and white gift folder. So very fine, so sheer, they make the smart winter colors look even lovelier.

True Crepes—less liable to runs, much duller, sheerer looking than others. All are Ringfree, full fashioned, exquisitely fine gauge silk, finished with fine French seams, narrow heels, fine reinforcements all of silk, and a run-stop below the picoted tops.

Colors: Black Magic (a brown black); Smoke (a gray black); Saunter (a brown taupe); Townwear (a gray taupe); Mode (a brown tan); or Jaunty (a brown beige). Sizes: 8½, 9, 9½, 10 and 10½. State size and color. Shipping weight, pr. 4 oz., 3 prs., 10 oz.

86 V 750 2-Thread. Extra Sheer Crepe Chiffons, beautifully thin.

86 V 755 3-Thread. Sheer Crepe Chiffons, a little heavier than those above.

86 V 760 4-Thread. Practical Crepe Chiffons, longer wearing.

Pair 94c 3 Pairs \$2.75



94c
A PAIR

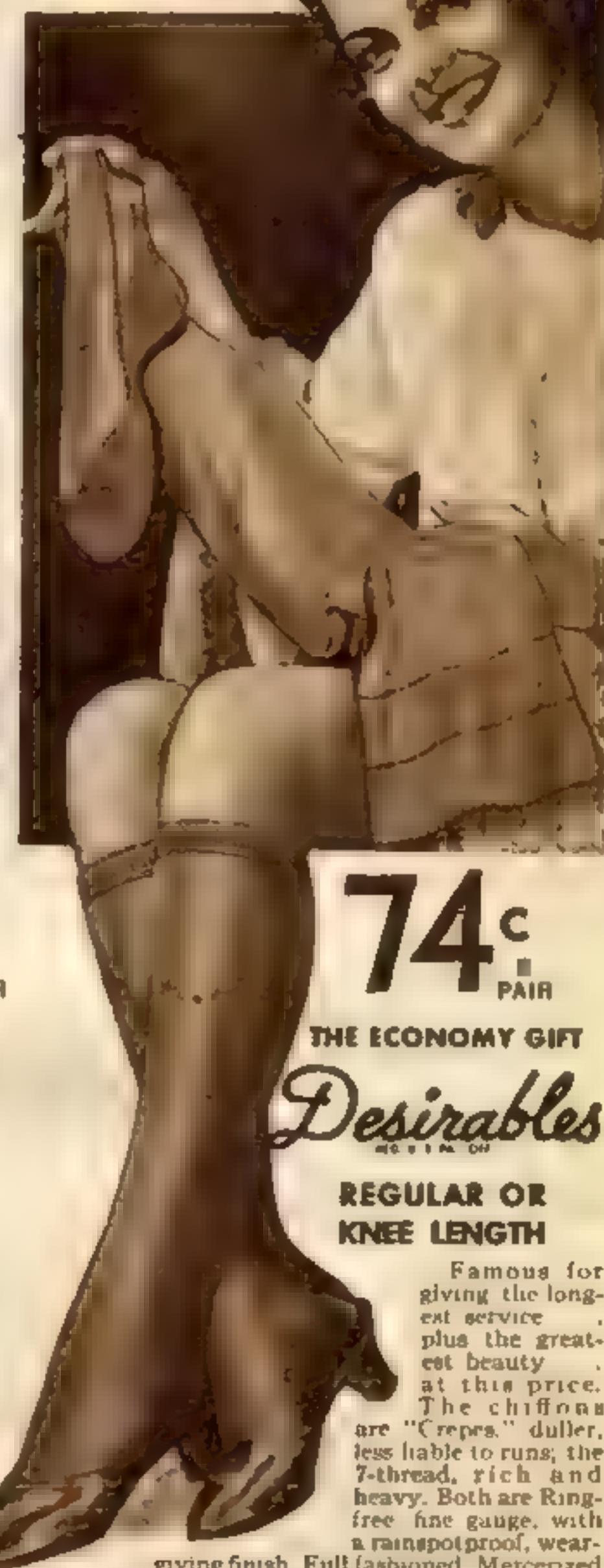
GUARANTEED

A LASTING GIFT

Full fashioned silk stockings that won't run! Most practical of all chiffons! Judge them by length of service as well as price, and you'll say they're actually inexpensive! Knit in a special "mesh-effect" stitch that's actually runproof, yet they look like any other fine chiffons when you have them on! True Royal Purples, Ringfree, fine gauge, smartly dull, made with fine seams, picoted silk tops and silk reinforcements; the toes with an extra thread of cotton knit inside for even longer wear. A grand gift—they look so festive in their artistic gift folder, and are really so practical.

Colors: Black Magic, Smoke, Townwear, Saunter, Mode or Jaunty. Color names are explained in descriptions at extreme left. Sizes: 8½, 9, 9½, 10 and 10½. State size and color. Shipping weight, pair, 4 oz., 3 pairs, 10 ounces.

86 V 453 Pair 94c
3 Pairs \$2.75



74c
PAIR

THE ECONOMY GIFT

Desirables
MERCERIZED

REGULAR OR
KNEE LENGTH

Famous for giving the longest service plus the greatest beauty at this price. The chiffons are "Crepe," duller, less liable to runs; the 7-thread, rich and heavy. Both are Ringfree fine gauge, with a rainproof, wear-giving finish. Full fashioned Mercerized cotton in heels, toes and soles.

Colors: Smoke, Townwear, Saunter, Mode, Jaunty. Color names are explained in descriptions at extreme left. Sizes: 8½, 9, 9½, 10, 10½. State size, color.

Regular Lengths

86 V 615 4-Thread; Crepe Chiffons, silk tops. Shipping weight, pr. 4 oz.; 3 prs., 10 oz.

86 V 552 7-Thread; Service, mercerized tops. Shpg. wt., pr. 5 oz., 3 prs., 12 oz.

Knee Lengths

86 V 616 4-Thread; Crepe Chiffons. Lastex garter tops. Shpg. wt., pr. 4 oz., 3 prs., 10 oz.

Pair 74c 3 Pairs \$2.15
3 Pairs \$2.15

ROYAL PURPLE Wonder Values

A BARGAIN AT THIS LOW PRICE!

Ringfree . . Full Fashioned . . Pure Silk

You can't buy really fine stockings for less money! This quality is usually about 75el Narrow heels; fine back seams. Mercerized cotton in heels, toes, soles.

Colors: Jaunty, Mode, Saunter, Townwear, Smoke. (Described on opposite page.) Sizes: 8 1/2, 9, 9 1/2, 10, 10 1/2. State size and color. Shpg. wt., pr. 3 oz.; 3 prs. 7 oz.

Regular Lengths

86 V 650—4-Thread;
Chiffons; Silk tops
Pair. 59c 3 Pairs. \$1.70

86 V 540—7-Thread;
Service; Mercerized tops
Pair. 59c 3 Pairs \$1.70

59c
A PAIR

Knee Lengths

86 V 708—4-Thread;
Chiffons; Latex tops
Pair. 59c 3 Pairs. \$1.70

86 V 711—7-Thread;
Service; Latex tops
Pair. 59c 3 Pairs \$1.70

Silk-and-Wool
FOR BEAUTY
AND EXTRA
WARMTH

A BEAUTIFUL
STOCKING 69c
A PAIR

You'll feel warm, look well dressed in these! Warm because they're 80% fine soft wool. Smart because the 20% silk is knit on the outside . . . because they are fine gauge, have seam-effect back, mock fashion marks, French heels, and come in the smartest colors of the season. Not the least bit heavy or bulky, the wool yarns are so soft and fine. Extra wear is knit into them; soles are double; the heels and toes of 4-thread mercerized cotton.

Colors: Black, Townwear, Gunmetal, Nutbrown, Woodbrown or French tan. Sizes: 8 1/2, 9, 9 1/2, 10, 10 1/2. State size, color. Shpg. wt., pr., 4 oz.; 3 prs., 10 oz.

86 V 2570—Pair..... \$69
3 Pairs..... 2.00

FULL FASHIONED
PURE SILK 89c
A PAIR

If she likes what's smart and new, give her Black Heel Sheers! The black heels, the black seams make these 3-thread Chiffons look even sheerer than they are. They're real Royal Purples, full fashioned, Ringfree, exquisitely fine gauge, every thread pure silk.

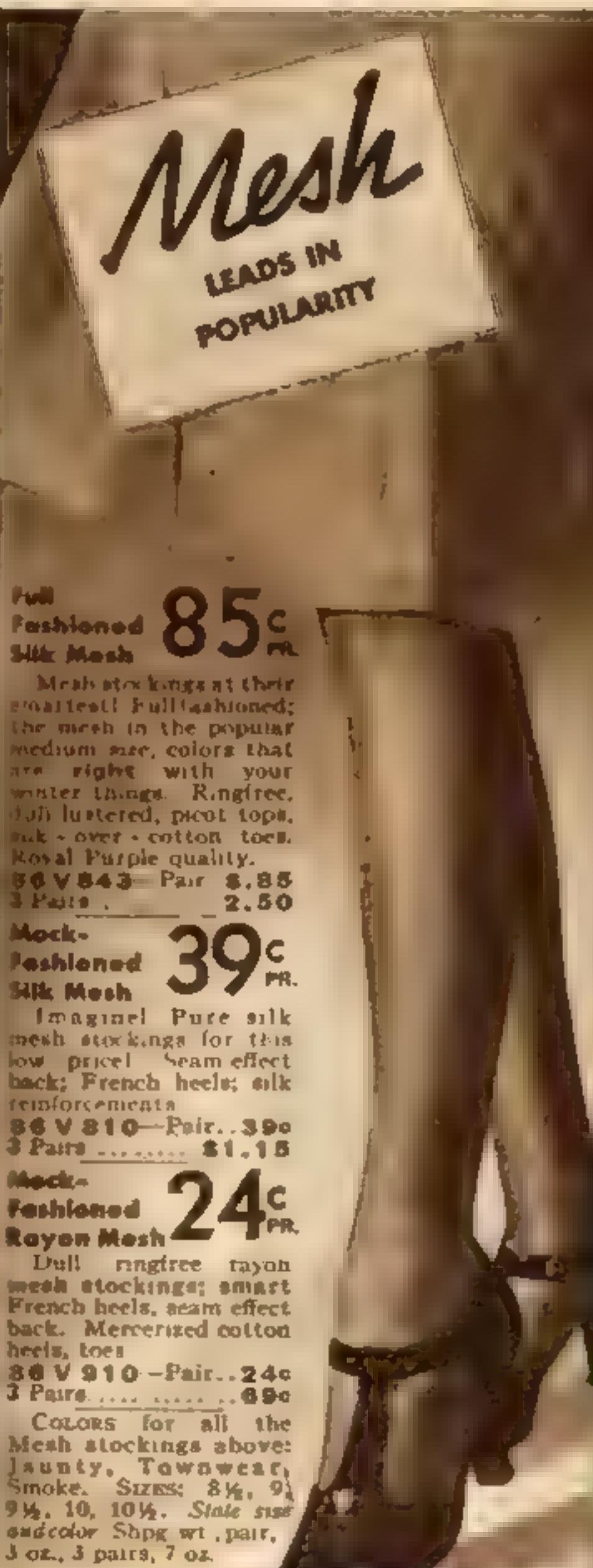
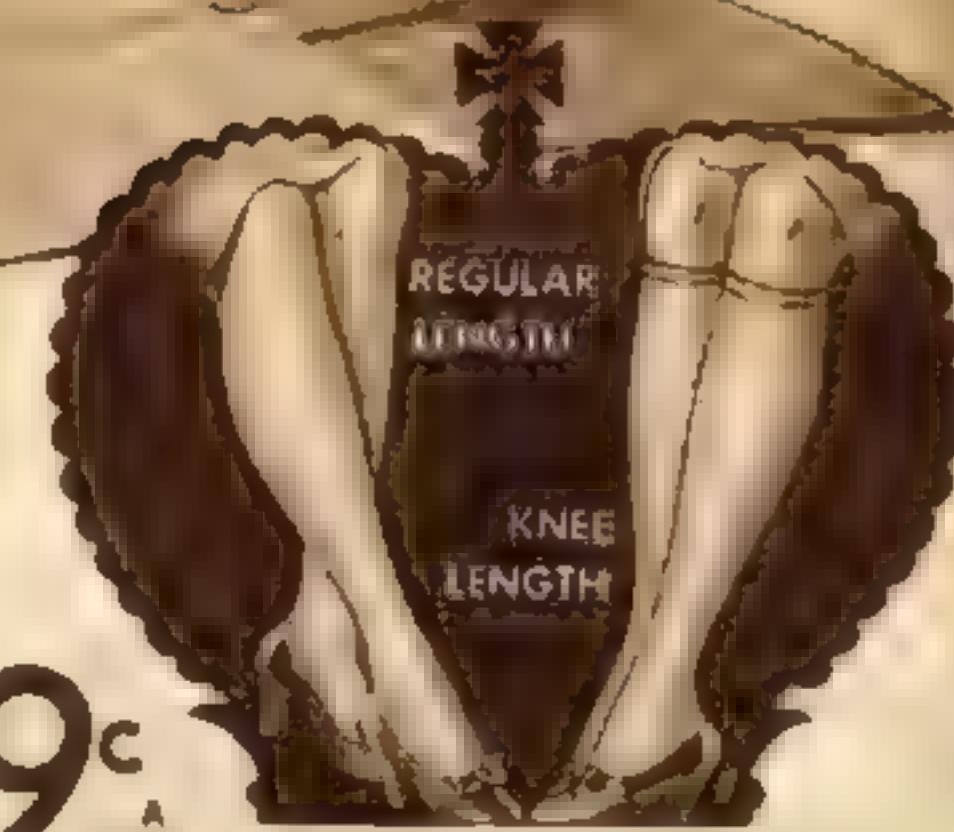
Colors: Jaunty, Townwear or Smoke
Sizes: 8 1/2, 9, 9 1/2, 10 and 10 1/2. State size and color. Shpg. wt., pr., 2 oz., 3 prs. 5 oz.

86 V 312—French heels
86 V 314—Pointed heels. Pair.... 89c

Mock-Fashioned Chiffons

Same as above, except not full fashioned, silk soles; mercerized cotton toes and lower heels. Fine gauge splashproof silk.

86 V 212—French heels
86 V 213—Pointed heels.
Pair..... 39c 3 Pairs.... \$1.15



FULL
FASHIONED
SILK MESH 85c
PR.

Mesh stockings at their greatest! Full fashioned; the mesh in the popular medium size, colors that are right with your winter things. Ringfree, full lustered, picot tops, buck-over-cotton toes. Royal Purple quality.

86 V 843—Pair. 89c
3 Pairs..... 2.50

Mock-Fashioned
SILK MESH 39c
PR.

Imagine! Pure silk mesh stockings for this low price! Seam effect back; French heels; silk reinforcements.

86 V 810—Pair. 39c
3 Pairs..... 1.15

Mock-Fashioned
RAYON MESH 24c
PR.

Dull ringfree rayon mesh stockings; smart French heels, seam effect back. Mercerized cotton heels, toes.

86 V 910—Pair. 24c
3 Pairs..... 69c

Colors for all the Mesh stockings above: Jaunty, Townwear, Smoke. Sizes: 8 1/2, 9, 9 1/2, 10, 10 1/2. State size and color. Shpg. wt., pair, 3 oz., 3 pairs, 7 oz.

The Socks Most Men Prefer are the Socks to Give Him on Christmas



These are the socks he would pick for himself . . . of course he'll like them for Christmas! Not only exceptionally good looking with their bright clear patterns and rich colors . . . but **warm** as well! They're 8% wool—with rayon for luster and cotton for long wear. Cotton reinforced heels and toes. Seamless feet.

COLORS Brown, Navy blue or Oxford gray in assorted patterns. SIZES: 10, 10½, 11, 11½ and 12. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 4996—Pair.....19c 3 Pairs.....55c



They're high quality and they look it! Fine rayon, smartly patterned in self colors and silvery shades. The Lastex Keeps-M-Up top makes a big hit with men—it stays up so comfortably without garters. Double soles. High spiced heels. Reinforced heels and toes.

COLORS Black, Blue Brown or Dark gray. SIZES: 10 10½ 11 11½ and 12. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 4659—Pair 19c 3 Pairs .55c



Every man wants silk socks—and this KORKER quality! Heavier, longer wearing than most. Linen reinforcements in heels, toes. Seamless feet.

COLORS: Black, Dark tan, Medium gray, Navy blue, Dark brown, White. SIZES: 9½, 10, 10½, 11, 11½, 12. *State size, color.* Shipping weight, pair, 2 oz.; 3 pairs, 5 oz.

86 V 305—Pair..35c 3 Pairs.....\$1.00



He's sure to like these! They're the smartest of all for winter . . . 80% wool, the balance rich silk. Plenty of warmth to these, but so very fine gauge they're not heavy or bulky. Latest patterns. Winter colors that are particularly rich and clear in these fine yarns. Cotton reinforced heels and toes. Seamless feet.

COLORS: Black, Oxford gray, Dark blue or Dark brown. SIZES: 10, 10½, 11, 11½, 12 and 13. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces

86 V 1933—Pair.....49c 3 Pairs ... \$1.44

MEN!

10% WOOL
SUITS

Your Chance
To Save!

At this
Economy
Price!

85c
EACH
SUIT

3 SUITS \$2.49

Here's your best bargain of the season in an extra warm suit—10% wool, the rest extra strong good quality cotton. Warm winter weight and finely ribbed so it's easy fitting, easy stretching, shape retaining. Ordinarily a suit like this is way higher priced. Shaped collarette neck, set-in shoulders, flatlocked seams. Long sleeve, ankle length style.

Color Tan random EVEN Sizes
36 to 46-inch chest State size
Shipping weight, each suit,
1 lb 5 oz., 3 suits, 3 lbs, 12 oz

16 V 4090
Each Suit.....85c
3 Suits... \$2.49

WHAT A BARGAIN!

Winter Weight
Shirts, Drawers
FOR ONLY

39c
EACH GARMENT

A record-breaking bargain. Only at Sears can you buy shirts and drawers of this good quality for so little money. Check for yourself and see how much you save! They're real winter weight—more cotton is knit into them! Full size everywhere—no strain anywhere. Their ribbing is extra firm . . . holds in warmth, keeps out cold; makes them easy-stretching, comfortable, figure fitting. Shirts have shoulder inserts and rayon trimmed collarette neck. Drawers have double crotch; drawstring in back.

Color Cream Shipping weight, each garment, 14 ounces.

UNDERSHIRTS

EVEN Sizes: 34 to 46-inch
chest. State size.
16 V 4052—Each....39c

DRAWERS

EVEN Sizes: 32 to 44-inch
waist. State size.
16 V 4053—Each....39c

Good News
For Tots!

Rayon Striped
SUITS

35c

EACH SUIT

3 SUITS 97c

Here's what children like—a comfortable winter waist suit with elastic-top seat that always snaps back into place—that's so easy for even the littlest tot to manage. It's a good medium weight cotton, ribbed knit so it's easy stretching, rayon striped for looks. Short sleeves, French leg style. Buttons down the front. It's a bargain at this low price.

COLOR: Cream-white AGES: 2, 4, 6 and 8 years
State age-size. Shipping weight, each suit, 4 ounces;
3 suits, 9 ounces.

16 V 9160

Each Suit.....35c
3 Suits.....97c

SEARS

✓ PAGE 81

A Practical Gift!

WARM DAINTY SILK-AND-WOOL

Flatter-eas VEST AND PANTIES

58c
EACH

VEST
OR
PANTY

Give her lingerie and you're sure to please her. Give her Flatter-eas, warm as well as dainty, to please her most! These are 50% wool (that's for warmth), 12½% silk (that's for softness and luster), the rest combed cotton (you know how that wears). Tuck knit so it clings to the figure. Low cut vests with dainty rayon banding and shoulder straps. Elastic waistband on panties. Fasten at leg bottoms to keep them down.

Color: Tealose Sizes: Small (32-34),
Medium (36-38), Large (40-42) inch bust or
hip measure. State size. Shipping weight,
each garment, 4 ounces.

16 V 6670—Vest

16 V 6671—Panties
Each Garment 58c



New!



STRIPED BLUEBIRD ENSEMBLE

GLADSTONES

USEFUL
CHRISTMAS
GIFTS



(A) Men Gladly Pay \$12.50

- Latest submarine locks
- English woven plaid lining. **\$8.98**
- Non-sag frame, metal supports. Souffle corner plates.
- Big Savings! First quality boat grain split cowhide. Three pockets, shirt fold on center divider. Post handle. Size, 24 or 26 in. Black or brown. State size, color. **6 V 9200**—Shpg. wt., 13 and 14 lbs. **\$8.98**

(B) Finest Cowhide Women's Bag

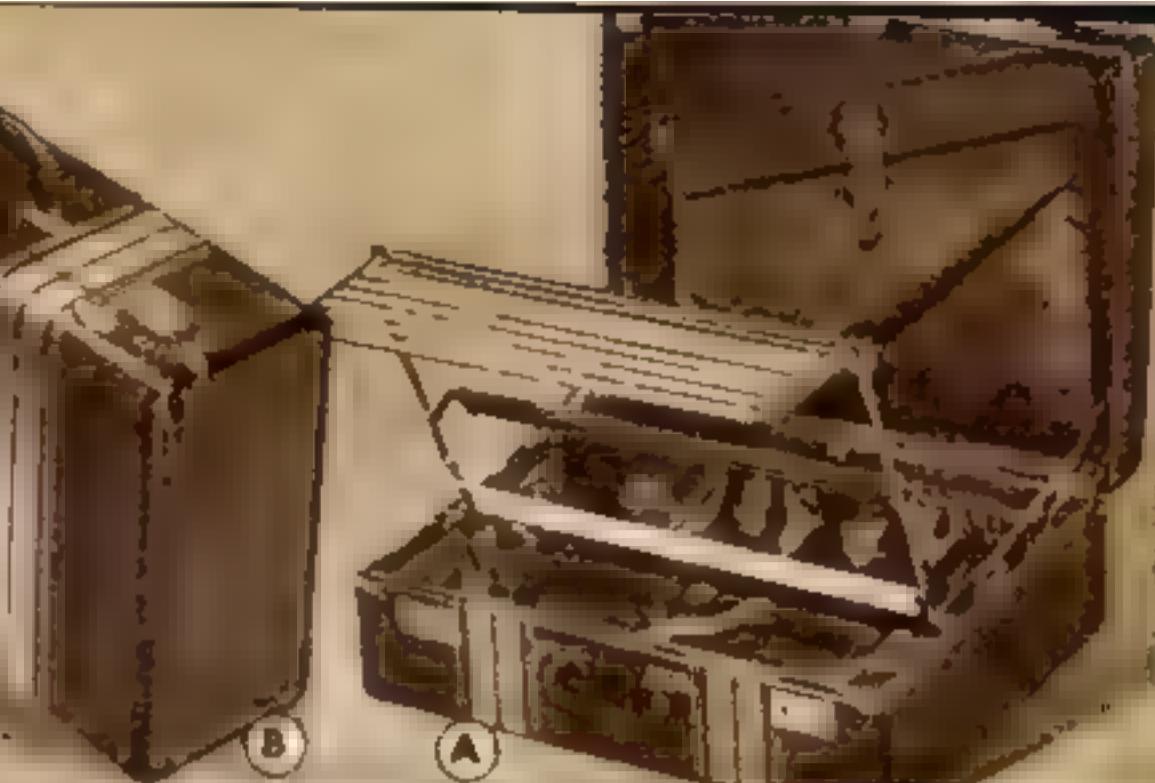
- Top quality, baby walrus grained.
- Fine Mole lining. Shirred, coil wire elastic pockets on each side of divider.
- Light weight, steel frame. Post handle. Like \$15 gladstones! Size, 22x12½x6 in. Black or brown. State color. **6 V 9202**—Shpg. wt., 10 lbs. **\$11.45**

(C) Women's Split Cowhide Bag

- Baby Walrus grained. Steel frame.
- Rayon lining. Center divider, pocket.
- Bargain! Reinforced leather corners. Leather post handle. Size, 22x12½x6 in. 1½ brown or black. State color. **6 V 9214**—Shpg. wt., 10 lbs. **\$6.59**

(D) Men's Bargain! Steel Frame

- Shark grained split cowhide.
- Plaid fabric lined. Metal bottom studs. Worth 25% more! Shirt fold, inner pocket. Post handle. Reinforced corners. Webbed seams. Size, 24x13½x8 in. Black or dark brown. State color. **6 V 9211**—Shpg. wt., 12 lbs. **\$4.98**



Smartest Gift for Modern Travelers

- Basswood box with veneer top, bottom.
- Top quality, heavy canvas duck, pyrexylon coating. Washable, scuff-resisting.
- Sears exclusive dark blue color, yellow and gray woven stripes. Rich looking blue color poplin silk lining with coil-wire elastic in all pockets.
- Edges bound with heavy top grain cowhide leather. Solid brass locks. Latest two-tone post handle.
- Never before in Sears history have we ever offered such unbeatable quality in striped, matched luggage! Every piece shown matches the other in color, lining, every detail. If desired, any piece, to fill out set, can be purchased within one year from date this catalog is mailed.

(C) Tray Fitted Case

- 21-in. size. Removable tray holds 9 enameled fittings, 2 nail files and handles of "Jewels" Bronze comb, brush mirror, nail file, toothbrush, file, 2 lotion bottles and 2 cream jars.

6 V 9419 **\$16.95**

Shpg. wt., 14 lbs. **\$16.95**

(D) Lid Fitted Case

- 18-in. size. Same fittings as 6 V 9419, no nail file.

6 V 9418 **\$12.95**

Shpg. wt., 9 lbs. **\$12.95**

- (A) Woman's Wardrobe Case 23x17½x8½ in. size. Six individual, removable rod hangers with curtain for covering garments. Room for accessories.

6 V 9417 **\$13.95**

Shpg. wt., 13 lbs. **\$13.95**

(B) Woman's O'Nite Case

- 18, 21 or 24-Inch size. Three adjustable pockets in body of case, one in lid. Shipping wt., 7, 8, 9 lbs.

6 V 9416—State size. **\$6.95**

GENUINE LEATHER (Split Cowhide) BRIEFCASES

- HEAVY SHARK GRAINED LEATHER WITH 3 POCKETS



- PATENTED
EXPANSION STRAPS
SLIDE IN OR OUT
TO FIT CONTENTS

Shark Grained

- 4-ounce stock, split cowhide leather, shark grained, 3 pocket

etc., talon slide fastener across top, drop style leather handle. Special design takes all strain off the slide fastener. D-type handle attached in manner that divides weight evenly between leather gussets and partitions. Size, 16x11 inches. Black or dark brown. Initials in gold free. State color and print initials. Shipping weight, 2 lbs. 8 oz.

New Expansion Style

- Plastic straps slide in or out automatically, to fit contents of case.

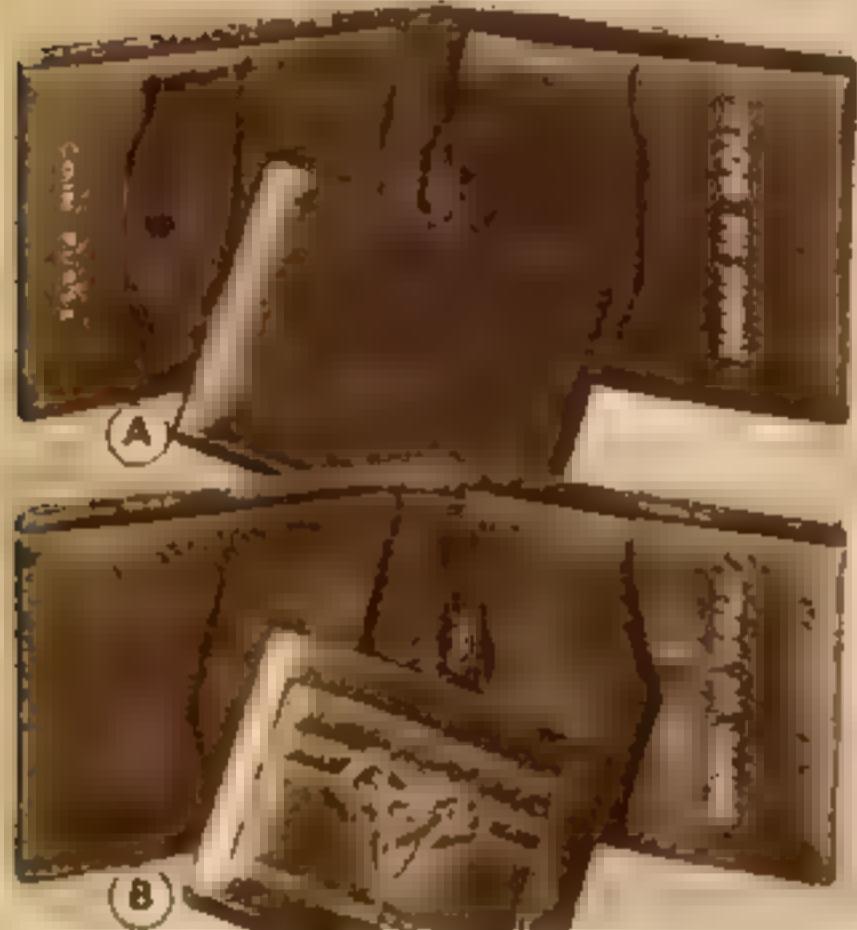
Sold exclusively by Mail Order by Sears. Use as envelope or brief case. Split cowhide leather, walrus grained, 3 pockets, 16x12 inch, leather gussets, fiber partitions, slide fastener across top, drop style handles. Black or brown. Initials in gold free. State color and print initials. Shipping weight, 2 lbs. 8 oz.

12 V 5432 ... **\$1.95**

12 V 5333—Like 12 V 5432 but all split leather sides, partitions and gussets. **\$2.49**

NEW *Director* BILLFOLDS

With Features You've Never Seen Before in a Wallet
of Finest Genuine Leather . . . Beautiful Gift Pre-
sentation Box . . . His Name Stamped in Gold FREE!



Director Billfold. 2-fold style. Your choice of fine Steerhide or Cowhide . . . leathers that practically never wear out! Size, closed, $3\frac{1}{2} \times 4\frac{1}{4}$ inches. Print name plainly and state color. Shipping wt., ea. 11 oz.

(A) 18 V 2305—Black or Brown Cowhide Leather.

(B) 18 V 2300—Brown Steerhide Leather.

\$3.39
Each

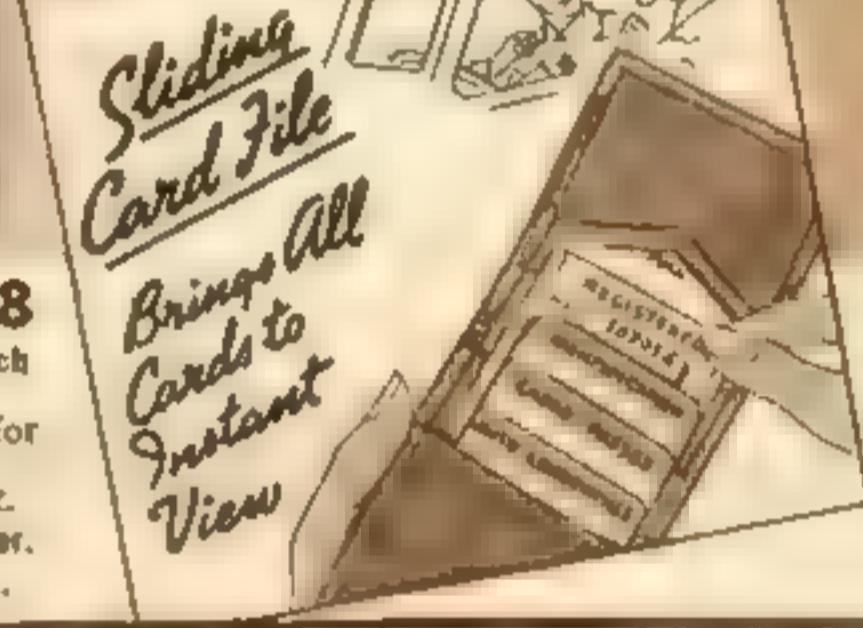
Extra High Grade Director Billfold. 2-fold style. Smooth calf leather with hand-faced leather edges or imported grained goatskin, a much prized leather, known to generations for quality. Size, closed, $3\frac{1}{2} \times 4\frac{1}{4}$ in.

Print name and state color. Shpg. wt., ea., 11 oz.

(C) 18 V 2301—Brown Hand-faced Calf Leather.

(D) 18 V 2306—Black or Brown Goatskin.

\$4.88
Each



TWIN ZIP WALLET AND ZIP KEY CASE IN STRONG STEERHIDE

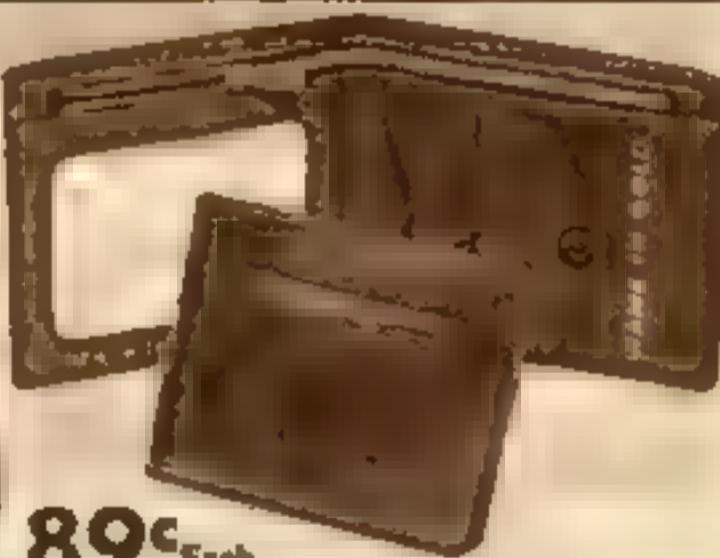
\$1.98
SET

Genuine Steerhide—super-value! A set that will give many years of service! Three-fold wallet has Zip bill pocket! A second Zip guards coins or tickets! More protection for your money, more convenience! Wallet size, closed, $4\frac{1}{4} \times 3$ in. Matching six-hook key case has Zip closing and fine suede leather lining. \$3.00 value! His name stamped in gold, free—adds tremendously to the pleasure of your gift.

COLOR—Brown only. Print name wanted plainly.

18 V 2251—Set of Wallet and Key Case. **\$1.98**
Shipping weight, 7 ounces

18 V 2252—Wallet only. Shipping weight, 5 ounces. **1.49**



89¢
Each

2-fold style Steerhide or Cowhide! "Zip" pocket! Snapped Coin pocket! Card pocket. Size, closed, $3\frac{1}{2} \times 4\frac{1}{4}$ in. Print name wanted plainly. Shpg. wt., 4 oz.

18 V 2304—Embossed Brown Steerhide.

18 V 2307—Black Grained Cowhide.



98¢
Each

Cowhide or Steerhide! 3-fold with "Zip" bill pocket! Social Security or card pocket! Coin pocket! Size, closed, $4\frac{1}{4} \times 3$ in. Print name wanted plainly. Shpg. wt., 4 oz.

18 V 2272—Brown Steerhide.

18 V 2273—Black Cowhide.



3-fold style Embossed Steerhide! Has a place for everything! Zip bill pocket! Coin pocket! Calendar extra pocket for stamps. Size, closed, $4\frac{1}{4} \times 3$ in. Print name plainly. Shipping weight, 5 ounces.

18 V 2302—Embossed Brown only.



Genuine leather in 3-fold style! Tremendous value! Card pocket, coin pocket, "window" pocket. Size, closed, $4\frac{1}{4} \times 2\frac{3}{4}$ in. Print name and state color. Shpg. wt., 4 oz.

18 V 2303—Black or Brown.

FOR OTHER BILLFOLDS SEE SEARS BIG CATALOG

SEARS

PAGE 83



AND he spoke to them to this

Student's Bible Fits Into Pocket

Artificial leather
Has clear self pronouncing type, 24
colored pictures
and 3 colored maps. Bound in
overlapping artificial leather
Ideal as a Christmas gift from
Sunday school teachers to mem-
bers of their class. King James
Version. Low priced but
complete. Size, 3 1/2 x 5 1/2 in. Ship-
ping weight, each, 1 lb. 4 oz.
3 V 2803

Each 95c : 6 for \$5.58

3 V 2802 Genuine Leather
Each \$1.55 : 6 for \$8.95

YOUR NAME STAMPED IN GOLD FREE ON ANY OF THE ABOVE BIBLES. PRINT NAME WANTED.

Teachers' Beautiful Bible Genuine Flexible Leather

Beauty and usefulness—
combined in the 1450 pages
of this ideal gift Bible for
home study. Teaching and
class use. King James Version. Self pro-
nouncing black face type. Complete con-
cordance with Bible encyclopedia, ques-
tions and answers; center references.
Colored maps and 32 full page illustrations.
8 in color. Words of Jesus in Red. Silk
headbands. Marker Red under gold edges.
Presentation page size 5 1/2 x 7 1/2 inches.
Shipping weight, 2 pounds 8 ounces.

3 V 2823 Indexed. \$3.79
Boxed

Kratol... Artificial Leather Binding
Contents and edges as above, but with
all words in black.

3 V 2824 Indexed Boxed \$2.98

\$3.79
ea.

WHEN Jesus
words, he said
BUT Solomon
own house at

STANDARD REFERENCE INDEXED BIBLE

As Easy to Use as a Dictionary
Originally Sold for \$12.50

Here is an easy, quick and perfect
access to Bible knowledge—a single
book with condensed practical and essential information
on the Bible equivalent to an actual religious library
of twelve volumes. It has a simple and comprehensive
system of indexing all facts and teachings of the Bible
in a few condensed and well chosen words. All references
by book, chapter, verse and page number enabling
the reader to find the Scriptures relating to any thought
even though the indexed word does not appear in the
Bible text. Also gives outlines for sermons and indexes
Biblical information of practical value on live modern
topics. Includes concordance, maps, two color text and
other features. 1896 orange under gold edged pages and
bound in black real grain overlapping leather covers.
King James Version

3 V 2804 Ship. wt., 3 lbs. 10 oz.

\$5.95



Received Blue
Ribbon Award
at Texas
Centennial

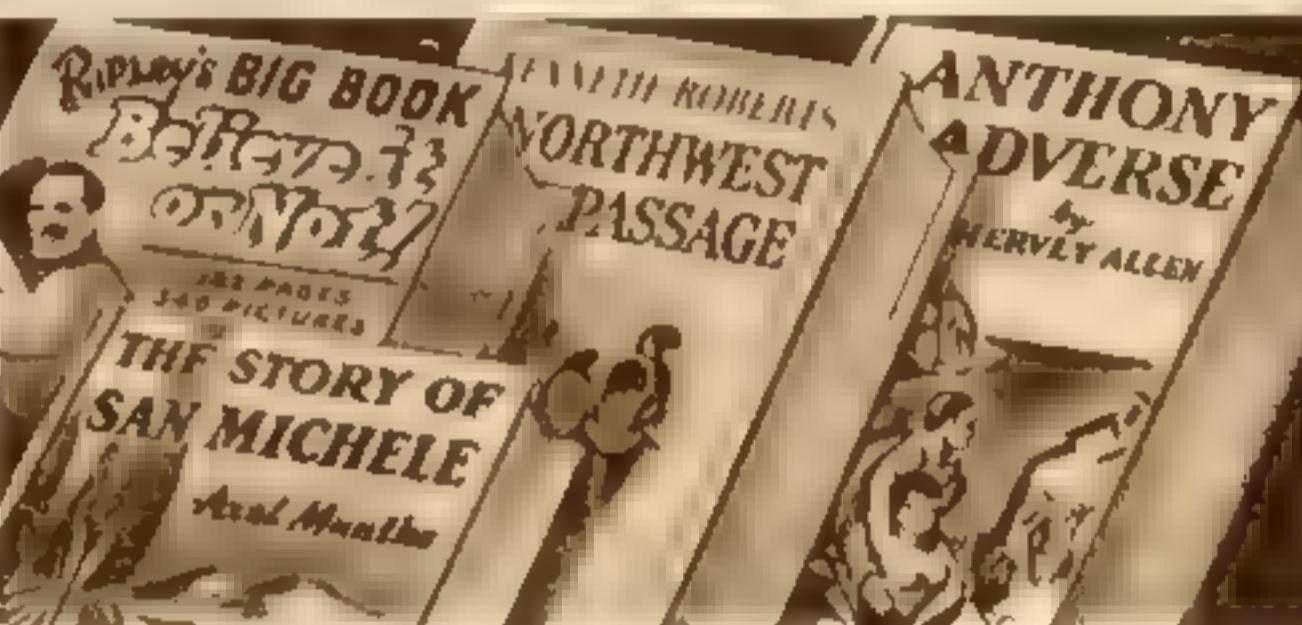


Best Known Poems of Edgar A. Guest

Exclusive Editorial A treasure and a pure delight—so \$2.50 Value
eloquently do these wise homey verses say for us what we
ourselves would like to say if only we knew how! Two complete
books in EACH volume PLUS an introductory
message by Mr. Guest and a lovely reproduction of both
his authorized signature and his photograph. This warm personal touch of
the author's makes both of these inspiring volumes most welcome gifts.
About 375 pages in each book 4 1/2 x 7 1/2 inches with gold stamped cloth
covers, 4 color jackets and headbands. Shipping weight each, 1 lb. 6 oz.
3 V 2258 Two Books in One.
"A Heap O' Livin'" and "Life's
Highway." Special at. \$1.00

\$1.00

3 V 2298 Two Books in One.
"The Path to Home" and "When
Day is Done." Special at. \$1.00



Nation-Wide Best Sellers

Be up to date and read the books of the day

3 V 2111 Believe It or Not—by Ripley. Over 350 illustrations. Thrilling. Ship. wt., 2 lbs. Originally \$4.50. Now. **87c**

3 V 2013 Story of San Michele by Axel Munthe. True experience of a famous doctor. Ship. wt., 3 lbs. 4 oz. Was \$3.75 Now **\$1.39**

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3 V 2012 Northwest Passage by Kenneth Roberts. Powerful fast moving story of an adventurer. Postpaid **\$2.75**

3 V 2050 Gone With the Wind by Margaret Mitchell. A gripping story of the south. Postpaid **\$3.00**



3 Regular Full Length Novels **\$1.00**
Usually Sell at Twice This
Special Holiday Price!

Full length novels by well known authors fiction that
regularly sells elsewhere for 75c each. Even Sears have never
before sold three brightly jacketed, cloth bound books for less
than 63c apiece. Stories include tales of fast riding, quick shoot-
ing cowboys, ingeniously plotted detective stories, charming
romances and adventure stories that hold your interest till the
last page. Get a supply at these low prices.

Apache Devil The Sheriff Rides
Storm Drift Green Pastures
Valley Gold Love's a Puzzle
High Courage Dry Gulch Adams
Stampede Hell-Crazy Range
The Farm The Harvesting
Deliverance Cold Journey

3 V 209—State titles. 39c : Any 3 for \$1.00
Ship. wt., ca. 1 lb. 2 oz. ea. .39



Popular Books
An Always Welcome
Christmas Gift **64c**

Featuring adventure and mystery stories, roiling red blooded westerns, tender appealing romances and great stories.
Lost Wagon Train White Orchids
Amorelli Case of Stuttering
Good Earth Bishop
Rainbow Cottage Knight Without Armor
Into the Sunset Fair As the Moon
Prisoner of Zenda It's a Great World
Dragon Murder Case Mountain Men
Kennefick Murder Case Silver Spurs
The Strange Proposal Trail Driver
Beauty for Ashes Border Breed
Run of the Brush Sandy

3 V 210—State titles. 64c
Ship. wt., ca. 1 lb. 2 oz.



**A Treasure Chest
of Memories** **\$1.69**
Edited by Joe
Mitchell Chapple

Poems, prose and anecdotes dear to the hearts of millions of Americans. Beautifully printed de luxe edition, size 6 1/2 x 9 1/2, of over 900 pages, bound in rich buff art can-
vas, stamped in green and gold. A lovely gift. Shipping weight,
3 pounds 10 ounces. **\$1.69**

OUR BEST
MIXED NUTS

EXTRA FANCY FRESH MIXED NUTS

Our finest—top quality new 1937 crop nuts. The best assortment we have ever offered at this price. They're delicious Diamond Brand California walnuts, fancy Georgia paper shell pecans, large, creamy washed Brite Brazils, IXL Soft-shelled almonds, and selected filberts. Shpg wt. 3 lbs. 6 oz. 8 V 7919—3-Pound Box 77c

8 V 7904 5-Pound Bag \$1.29 1-Pound Bag 27c
Shpg wt. 5 lbs. 8 oz. Shpg wt. 1 lb. 4 oz.

Popular Priced Mixture

Quality sold by many as their best. 1937 crop nuts slightly smaller and not as fancy as above selection. Shipping weight 3 pounds 6 ounces 8 V 7938—1-Lb. Box 65c

8 V 7913 5-Lb Bag \$1.00 8 V 7911 1-Lb Bag 23c
Shpg wt. 5 lbs. 8 oz. Shpg wt. 1 lb. 4 oz.

3 Pounds 77c

77c

8 V 7909 1-Pound Bag 27c
Shpg wt. 1 lb. 4 oz.

Salted Nuts

Mixed Salted Nuts

Fresh, crisp Brazil nuts, cashews, almonds, and pecans. No peanuts. Shipping weight 1 pound 6 ounces.

Extra-fancy 1-Pound Bag 69c
8 V 8701
Good quality 1-Pound Bag 49c
8 V 8702

69c

49c



Salted Spanish Peanuts

New crop, crisp and delicious, roasted peanuts. Shipping weight 2 pounds 6 ounces. 2-Pound Bag 25c
8 V 7907

25c



Salted Cashew Nuts

One of the most popular nuts. High quality, roasted to a light brown. They're crisp and tasty. Shipping weight 1 lb. 6 oz. 1-Pound Bag 49c
8 V 8700

49c



Christmas Puddings
and Mince Meat



Plum and Fig Puddings

Of course you want a 2 pounds steaming plum or fig pudding with your Christmas dinner! And Atmore's puddings are nationally known for their quality—they'll grace thousands of tables on Christmas day. Nothing will delight your family more than their rich, fragrant deliciousness. Plum pudding is the traditional English Christmas dessert, and fig pudding is always very popular. Atmore's puddings taste as good as the best home made pudding you ever had. One 2-lb. can serves 10-12 people. Shpg wt. 2 lbs. 6 oz.

2-Lb. Plum Pudding 49c : 2-Lb. Fig Pudding 49c
8 V 7950 : 8 V 7951

49c



Mince Meat

This old favorite New England mince meat recipe will give your mince pie wonderful flavor. Guests and family will enjoy every bite and hint for a second helping. A two-pound can will make two average size pies. Shipping weight, 2 lbs. 6 oz. 2-Pound Can 26c
8 V 7952 : 8 V 7953

26c

NEW 1937 CROP
NUTS IN THE SHELL



Paper Shell Stuart Georgia Pecans

Extra large, sweet nut meats, with washed thin shells. Shipping wt. 1 lb. 4 oz. 8 V 7914—1 Lb. 27c

Georgia Cracker Pecans
Tasty, medium size
Shpg wt. 1 lb. 4 oz. 8 V 7934—1 Lb. 19c

Large Brite Brazil Nuts

Unusual value! Guaranteed new crop Brazils, hand picked, washed, and bleached, with large, sweet meats. Shpg wt. 1 lb. 4 oz. and 5 lbs. 8 oz.

8 V 7906 1-Lb. Bag 27c
8 V 7901 5-Lb. Bag \$1.29



LARGE RICH
NUT MEATS

Soft Shell
California Walnuts

Rich, crisp, and crunchy—the very cream of the 1937 crop of California walnuts. We especially recommend Diamond Brand walnuts which are the finest obtainable.

Diamond Brand
Large, extra fancy Shpg
wt. 1 lb. 4 oz. and 5 lbs. 8 oz.

1-Pound Bag 26c
8 V 7925 : 8 V 7900 5-Lb. Bag \$1.19

Good Quality

Medium size Shpg wt. 2 lbs. 6 oz. and 5 lbs. 8 oz.

8 V 7902 2-Lb. Bag 37c
8 V 7903 5-Lb. Bag 89c



Selected Filberts

Sweet and full of flavor. Fine for baking, candy-making or eating. Shpg wt. 1 lb. 4 oz. 8 V 7905 1-Lb. Bag 23c

Paper Shell Almonds

New crop IXL almonds, extra fancy with shells that are easy to crack. Crisp and nutritious. Shpg wt. 1 lb. 4 oz. 8 V 7918 1 Lb. 31c

LARGE
No. 1 SIZE

Fresh Roasted
Peanuts in
Shell

These are fine quality, large size Virginia peanuts carefully and scientifically roasted in their shells to bring out the fine, delicious, rich nut flavor. Note our low price. Shpg wt. 2 lbs. 6 oz. and 5 lbs. 8 oz.

8 V 8737 2-Pound Bag 27c
8 V 8738 5-Pound Bag 63c

SAY "MERRY CHRISTMAS" TO ALL YOUR FRIENDS

25 LOVELY FOLDERS 25c

Only a penny a piece—but they're got an expensive look! Each comes with its own envelope and further more, notice that they're **folders**—not just cards! An exclusive Sears assortment priced exceptionally low. Worth double Sears price. Colorful designs—many on inside as well as outside of folders. Fancy papers that usually come only on higher priced cards! Sizes from $3\frac{3}{4} \times 4\frac{3}{4}$ in. to $4\frac{3}{4} \times 4\frac{3}{4}$ in. Shipping weight, 8 ounces.

3 V 5690—25 Folders in fancy box 25c

Your Name ON ATTRACTIVE CHRISTMAS CARDS WE PRINT YOUR NAME IN APPROPRIATE TYPE ON FOLDERS SHOWN BELOW

An Exceptional Value 50 ELEGANT FOLDERS 89c

These masterpieces of color, design and sentiment are printed with your name yet Sears price them unbelievably low! Ten double folders each of 5 outstanding designs: Poinsettia, Fireside scene, Candles, Outdoor scene, and Church scene. Gorgeously lithographed in 4 colors on fancy new finish paper. Each design contains a different sentiment, graciously expressed. Size, $5 \times 4\frac{1}{2}$ in. Envelopes included. Your name printed in black ink on inside page. Print name. Allow 1 day for printing. Shipping weight, 1 pound.

3 V 5762—50 Folders 89c

25 PERSONAL FOLDERS 95c

Winter scene in 3 colors on fancy double folder. Design on inside, too. Shiny silver foil inlay on edges. "With Best Wishes for a Merry Christmas and a Happy New Year" and your name printed in black on third page. 4×5 in. Print name, allow one day. With envelopes. Shop wt., 14 oz.

3 V 5763—25 Folders 95c

19 SUPERB, EXTRA-RICH FOLDERS

Every One a Sc Value

Impressive double folders—the kind everyone likes to receive—they're so warm and cheery in design and sentiment! Double folders—several with gold or silver color inlays; others with shiny silk-like papers and a shadowy two-tone effect background that heightens their beauty! All the familiar favorite Christmas designs—snow scenes, poinsettias, candles, holly, camels and wise men. Printed or lithographed in colors. Many have designs inside, too! Envelopes included. Sizes from $4\frac{1}{4} \times 4\frac{1}{4}$ in. to $6\frac{1}{4} \times 4\frac{1}{4}$ in. Shipping weight, 10 ounces.

3 V 5686—19 Folders in fancy box

39c

39c

21 DE LUXE FOLDERS Agents Sell for \$1.00 59c

Agents usually charge \$1.00 for cards of this quality and they're worth it, too! Extravagant, gaily colored double folders brilliantly colored—and NHW as 1938! No two designs alike. Scenes you like to see: Poinsettias, candles, holly, snow scenes, lithographed in delightful colors. Many are novelty-cut or doable folders with gold or silver color inlays, some worth 25c each! Appropriate sentiments. Size 4×5 in. to $5\frac{1}{2} \times 6\frac{1}{2}$ in. Envelopes included. Shipping weight, 12 ounces.

3 V 5685—21 Folders in fancy box 59c

21 COLORFUL FOLDERS Self-Seal Envelopes 39c

A REAL Value! Usually costs 75c elsewhere! A splendid assortment printed or lithographed in rich harmonizing colors. Carolers, fireplaces, coaches, candles, etc. Popular 4-fold style with inside design too. Each one has a Self-Seal envelope that eliminates bothersome moistening. Sizes range from $4\frac{1}{4} \times 4\frac{1}{4}$ to $4\frac{1}{4} \times 5\frac{1}{2}$ in. Shipping weight, 8 ounces.

3 V 5693—21 Folders Assorted in Fancy Box

39c

It's a Better GIFT when it's Better WRAPPED

TO WRAP AND TIE YOUR GIFTS

Wrapping Tissue

3 V 5566—Assortment 39 sheets size, 20×30 in. 22 White & Red, 4 Green, 5 Decorated. Shop. wt., 1 lb. 4 oz. 39 Assorted .21c

3 V 5569—White 30x20 in. 24 Sheets. 10c

3 V 5571—Red. 30x20 in. 20 Sheets. 10c

Shop. wt., above 2 items, 12 oz. each.

Cellophane Ribbon

For sparkling, attractive gifts! $\frac{1}{4}$ in. wide. Plain Red, Green, or Blue State color. Shipping weight, 2 oz. 3 V 5589—90 Feet 10c

Poinsettia Design— $\frac{1}{4}$ in. wide. Printed in Red and Silver or Green and Silver State color. Shop. wt., 2 oz. 3 V 5586—45 Feet. 10c



Special GIFT-Wrapping Assortments on Page 2.

SEALS—TAGS—CARDS

Colorful 175 Pieces for 19c

Here's everything! Big and bright! Includes $5\frac{1}{4}$ -inch red poinsettia seal, $3\frac{1}{4}$ inch holly and poinsettia spray. Two 5-in. parcel post labels, plenty of "do not open" seals, cut-out cards, tags with string. Shop. wt., 7 oz. 3 V 5558—175 Pieces 19c

100 cards, tags and seals (not illustrated). Shop. wt., 3 oz. 3 V 5567—100 Pieces 10c

A Merry Christmas to Everyone!

10 POUNDS TASTY ASSORTED HOLIDAY CANDIES

PACKED IN 10-QUART GALVANIZED PAILS

Every one will find his favorite in Sears Christmas candy pail assortments. We especially recommend the De luxe candy pail for schools, churches, lodges and Christmas parties. The FREE 20 empty Christmas boxes provide attractive packages for convenient distribution.

ECONOMY QUALITY \$1.49

Without Boxes 10 Lbs.

A good assortment of holiday candies at a bargain price. Pail contains one section each of hard candy, French creams, peanut brittle, chocolate drops and gum drops. A pure wholesome assortment. Not illustrated. Shpg. wt., 15 lbs.

8 V 7959

10 Lbs. Candy and Pail \$1.49

DE LUXE QUALITY \$1.79

With 20 Christmas Boxes

Extra fine quality candy! Delicious as can be—golden brown peanut brittle, a tasty mixture of hard and filled candy in many flavors, old fashioned chocolate drops and fruit-flavored gum drops. 20 half-pound size Christmas boxes included FREE. Shipping weight, 16 pounds.

8 V 7960

10 Lbs. Candy Boxes—Pail \$1.79



CANDY Tree Ornaments



60 PIECES 55c

Here's Something Brand New!

Colorful marshmallow candy tree ornaments—and they're just as good to eat as they are attractive. They are sure to make a hit with everyone, especially the kiddies. Just hang them on the tree by their little paper loops and watch the children's eyes light up. Assortment consists of red, yellow and green Christmas bells and stars, and pink and white Santas. 12 lbs., 22 stars, and 18 Santas in box. Shpg. wt., 3 lbs. 8 V 7932—Sixty Pieces.. 55c



De Luxe All Filled Hard Candy

Our finest quality. Thin, crispy sugar shells in assorted flavors, colors and designs. Every piece filled with delicious jams, nut butters or creams. 1-lb. bag. 3-lb. bag. 8 V 7962 19c 8 V 7963 49c Shpg. wt., 1 lb. 4 oz. Shpg. wt., 3 lbs. 8 oz.

Filled and Solid Holiday Candy

A good quality and delicious mixture. Many flavors and colors. 2-lb. bag. 5-lb. bag. 8 V 7926 28c 8 V 7930 65c Shpg. wt., 2 lbs. 4 oz. Shpg. wt., 5 lbs. 8 oz.



Holiday All Hard Candy

Fruit flavored, fresh and wholesome. 2-lb. bag. 5-lb. bag. 8 V 7921 39c 8 V 7922 59c Shpg. wt., 3 lbs. 6 oz. Shpg. wt., 5 lbs. 8 oz.

Christmas Stocking

Chock Full of Candy, Nuts, Toys

49c

A Thrill for the Kiddies!

What child wouldn't be overjoyed with a Christmas stocking like this! Toys, candy, nuts, novelties, everything any child could wish for in a big Christmas stocking, full to overflowing! Just think, a toy lantern filled with candy, toy bank with key, chocolate Santa wrapped in bright colored foil, chocolate money wrapped in gold color foil and packed in gold color mesh bag. All of this plus plenty of candy and nuts make this stocking one of the most delightful gifts for a child. Order several and hear the children's joyful shouts when they find them on Christmas morn. Stocking unpacked and includes with "Fixins" to insure your receiving them in first class condition. Shpg. wt., 2 lbs. 4 oz. 8 V 7931—All for only, 49c



Two Gifts in One

5 LBS. CANDY \$1.59
In 4-Quart Aluminum Kettle



Buttercreams for Christmas!

Surprise the kiddies! Include some of these pure wholesome buttercreams in their Christmas stockings. They will be delighted with the many interesting shapes, such as Santa Christmas trees, autos, jack-in-the-boxes, dolls, etc. All in a large variety of tasty flavors and pleasing colors. Makes it a real festive day for the youngsters. Shipping weights, 1.5 oz. and 2 lbs. 10 oz.

8 V 7916 8 V 7917
1 lb. Bag 19c 2 lb. Box 37c

Empty Christmas Boxes!

Gay-colored one-half-pound size folding boxes with tape handles. Simply fill them with delicious candy from any of our assortments. Just the thing for churches, lodges, schools or for hanging on Christmas trees. Shpg. wt., 12, 8 oz.; 50, 2 lbs. 4 oz.; 100, 3 lbs. 11 oz. 8 V 8623 12 Boxes For 10c
8 V 8625 50 Boxes 37c
8 V 8624 100 Boxes 67c

SEARS ✓

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Top Off Your Holiday Dinner with *Fruit Cake*

5 Pounds of Superfine Fruit Cake **\$2.98**
Easily Worth \$5.00

Packed In Beautiful Decorated Metal Gift Box

Fruit cake for dessert! Why, it's as much a part of Christmas as the big green Christmas tree itself. So of course you want as fine a cake as you can possibly have. But why spend the whole holiday season in the kitchen? Let Sears furnish the big, luscious cake, full of fruits and nuts. We use only the finest ingredients, and our cakes actually cost you less than those you'd make yourself. They make ideal gifts.

5 Pounds Fine Quality Fruit Cake **\$1.98**
At Least a \$3.50 Value

Packed In Beautiful Decorated Metal Gift Box

This old-fashioned fruit cake is baked from a treasured old English recipe combining specially selected fruits including whole red cherries, candied pineapple, lemon and orange peel, citron and crisp pecan halves, blended in a real fruit cake dough to produce a delicacy second to none. You will find these cakes as moist and flavorful as though aged for months. Contain more fruit and nuts than a well-known cake selling for \$3.00. **5 Pounds for \$2.98**
B V 7946—Shipping weight, 6 lbs. 10 oz.

5 Pounds Mellow Fruit Cake **\$1.00**
Made from a New Home Recipe

Each Cake In Gleaming Cellophane

A tasty fruit cake at a low price. Not a spice cake, but real fruit cake. nuts and candied fruits. Shpg. wts., 5 lbs. 14 oz.; 2 lbs. 8 oz.; 1 lb. 5 oz.
5 Pounds \$1.00 2 Pounds 49c 1 Pounds 29c



Delicious Chocolates—In Gift Box

5 Pounds Good Quality Assorted Chocolates **89c**
Less Than 18c Per Pound

What a bargain! You wouldn't believe such tasty chocolates could be sold at so low a price! But here they are, to make it a real Merry Christmas this year, and let this big bargain in chocolates help you celebrate. You know they're wholesome, for only the finest ingredients are used in these chocolates. They're fresh, too—as fresh as if you made them yourself in your own kitchen. They'll please every taste, for there is a wide variety of fillings—chewy caramels, tasty nougats, crisp nut clusters, luscious fruit creams in several flavors. All coated in velvety smooth dark vanilla chocolate and light sweet chocolate. The amazing low price has affected neither the variety nor the quality; you'll be proud to offer this candy to your guests. Packed in gay Christmas box. Shipping weight, 6 pounds.

B V 7924 5 Pound Box 89c



November 1937

Dear Little Friend:

Well, well — how are you this year? I'm feeling just fine because I've heard some wonderful news. And here it is:

Sears have promised to help me with my Christmas letters again this year. So you can write to me right here at Christmas Headquarters (that's Sears, of course). Soon as your letter reaches me, I'll send you my own special Christmas Greeting Card which I made up for my very best friends.

But first here's what you want to do:

Just get down the big Sears-Roebuck Catalog and look it over page by page. Look through this Christmas book too. And every time you see something you really want for Christmas, take your pencil and draw a line slap-dab around it.

Then — write down the things you want the very most on the blank lines on the other side of this sheet. Tear it off on the dotted line and give it to daddy or mother to send to me.

And — next time mother or daddy sends an order to Sears, you just put the slip with your name and address right in the same envelope — and then I'll be sure to send you your Christmas card right away.

Lovingly,

Santa Claus



Dear Santa Claus:

I would like to have you send me your special Christmas Greeting Card.

My name is _____

I am _____ years old and my address is _____

I'm trying to be very good and help daddy and mother because I know you like good children.

From Your Little Friend,

(signed) _____

If you have not already done so, be sure to look through the Big Sears Catalog and the Christmas Book. Then write down the things you want the very most in the space below and tear off on the dotted line. You can then show your list to daddy or mother and I know they'll be glad to see that it gets to me.

Santa Claus